BROADCASTING TELECASTING

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Listeners have paid nearly

$1,500,000 *to see the* NATIONAL BARN DANCE

Broadcast from Chicago's 8th Street Theatre!

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,076,410 loyal WLS listeners have paid nearly a million and a half dollars to see the program broadcast from this one spot alone—an unequalled record in paid admittance for any radio program. And with age, its share of audience increases—in the last reported month alone, according to A. C. Nielsen Company, by 16%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition—which has maintained—and increased—WLS leadership in developing loyal listeners—and customers. Its list of sponsors is impressive—even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WHAS

QUALITY OF PROGRAMMING

Makes the difference between signal coverage and selling coverage

FIRST in Louisville

More Hooper FIRSTS* than all other Louisville stations combined!

*Based on total rated periods (one-quarter hours and one-half hours), Hooper Report No. 29, December '50-April '51.

First in ALL KENTUCKIANA

The only station that covers all this rich market.

No other Kentuckiana station can match WHAS in listenership . . . in Louisville, in Lexington, in all Kentuckiana. Because no other station can match the consistent high level of WHAS programming. With power to *reach* 'em and the programming to *sell* 'em . . . it's a combination that can't be beat. Better call Petry.

Take Lexington for example

WHAS has more quarter-hour "Firsts"* in Lexington than all other stations combined including 4 local stations!

*Based on recent diary survey conducted by Department of Radio Arts, University of Kentucky.

Now in our 30th year service...

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

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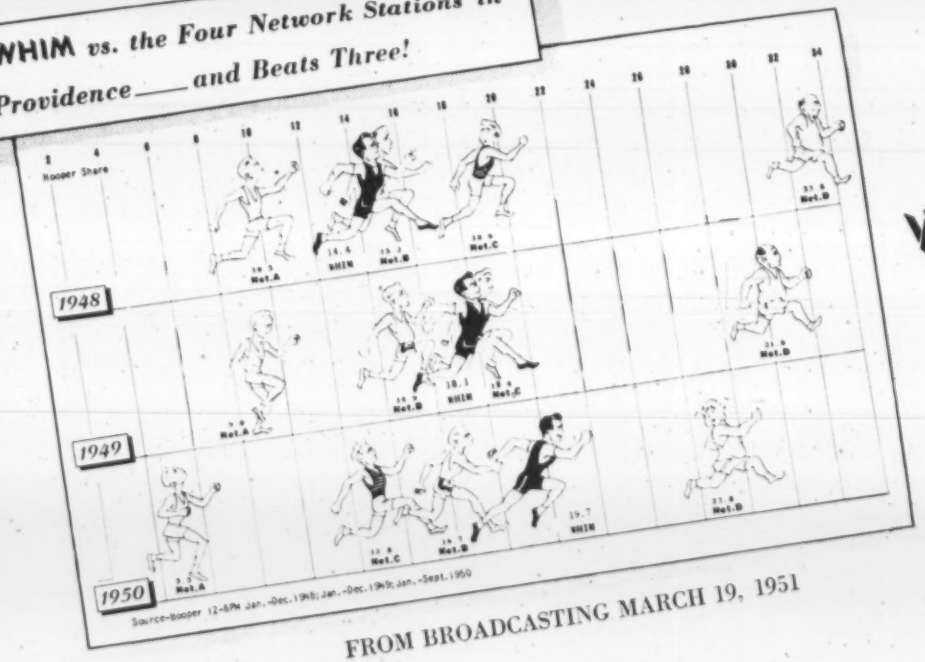
WHIM vs. the Four Network Stations in Providence — and Beats Three!



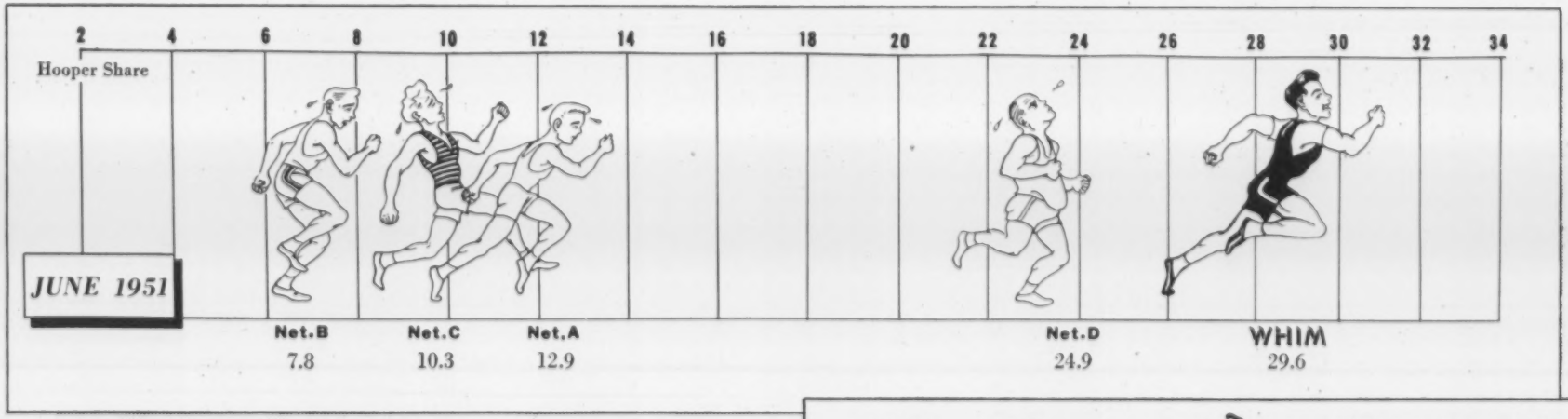
FROM BROADCASTING MARCH 19, 1951

WHIM, *Providence's Scampering Sprinter*

NOW 1ST by Hooper

over ALL Providence Stations

- Morning as well as afternoon
- No Baseball



Source-Hooper 12-6 PM JUNE 1951

1000 WATTS

1110 Kc

Providence, Rhode Island

WHIM

National Representatives
Headley-Reed Co.

New York Philadelphia Atlanta
Chicago Detroit San Francisco
New Orleans Hollywood

BROADCASTING TELECASTING

...at deadline

Closed Circuit

TAKE 'EM OR LEAVE 'EM: (1) Comr. Frieda B. Hennock, upon confirmation for New York Federal judgeship, will be succeeded by Robt. T. Bartley, administrative assistant to his uncle, House Speaker Sam Rayburn; (2) Comr. Robert F. Jones, if he resigns before year is out, may well be succeeded by Fanney Neyman Litvin, veteran examiner and attorney, to satisfy "woman's demand;" (3) Chairman Wayne Coy, if and when he leaves, expected prior to New Year, would probably be succeeded by Neville Miller, former NAB president, now practicing law in Washington; (4) Vice Chairman Paul A. Walker (who has passed retirement age) likely would have as his successor Kenneth Fry, radio and television director of Democratic National Committee, and former program executive of NBC.

CHALK UP another major assist for all advertising to James D. Shouse, chairman of Crosley Broadcasting Corp. board, and vice president of Avco, on proviso in new Defense Production Act which specifies advertising as allowable cost. Legislation reluctantly signed by President Truman last Tuesday because he felt it wasn't strong enough, originally would have all but scuttled advertising as expense item. It now can be told that Mr. Shouse, who first called attention to iniquitous legislation in fighting speech in New York last May, had spent two weeks working with committees of Congress to see that industry and media got fair break (see story, page 25).

GOP raising ned over what it alleges to be misuse of network radio and TV time by President Truman for partisan political purposes. Case in point was July 28 Detroit address of President over all networks on occasion of 250th anniversary of founding of that city, when he attacked Republican rivals and threw bouquet to Democratic Senator Blair Moody. GOP contends such broadcasts are political rather than "state of the nation" and therefore should be made in paid time, or opposition should be given equal time (see page 38).

PROCTER & GAMBLE, Cincinnati (Camay soap), through Pedlar & Ryan, New York, currently preparing fall campaign. Definite decision as to whether budget will go into spot or network will be forthcoming within next ten days.

HOPE FOR October 1 approval of ABC-United Paramount merger apparently goes aglimmering based on FCC staff estimates. Commission was informed last week that at least month would be required simply to review papers and that hearing obviously is indicated. Several Commissioners want to ask questions about many aspects of merger and raise question whether theatres and TV are not predatory business competitors (see page 28).

SEN. WILLIAM BENTON (D-Conn.) to introduce new legislation this week that would create citizens advisory board with eye toward educational import of radio and television. Chief changes: (1) clearing up section on rela-

(Continued on page 94)

Upcoming

Aug. 20: BMI Clinic, Harrisburg, Pa.
Aug. 21: BMI Clinic, Columbus, Ohio.
Aug. 22: BMI Clinic, Roanoke, Va.
Aug. 23-24: NARTB District 4 Meeting, Hotel Roanoke, Roanoke, Va.
Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(More Upcomings on page 38)

Bulletins

PARTIAL "freeze" on commencement of new building construction until Oct. 1 ordered Friday by National Production Authority as interim measure. Ban applies to applications for projects using more than two tons of steel, 200 pounds of copper or any quantity of aluminum. Construction now under way not affected. NPA headquarters still accepting applications for broadcast projects involving more materials, indicating approval (if forthcoming) by Oct. 1. All construction under direct allocations effective that date, assuring sufficient materials simultaneous with building grants.

$1.2 MILLION BUSINESS AT DuMONT IN WEEK

TEN NEW SPONSORS and 27 sports events added to DuMont TV Network's fall line-up last week, Chris J. Witting, director, said Friday, with contracts totaling more than $1,200,000 being turned in by network's newly reorganized sales and sports departments.

New business includes P. Lorillard Co. (Old Golds) sponsoring *Down You Go*, Thursday night quiz show; George H. May Co. (engineering services), wind-ups of All-American and Tam O'Shanter golf tournaments, Aug. 5 and Aug. 12; Pabst Sales Co. (beer), Yonkers Derby, Aug. 16; Admiral Corp. (radios & TV sets), All-Star football game, Aug. 17; Fred Miller Brewing Co. (beer), Chicago Bears-Cleveland Browns professional football game, Sept. 9; Atlantic Refining Co. (gasoline, oil) and Brewing Corp. of America (ale) co-sponsoring 22 Sunday pro football games, starting Sept. 30. The TV network also will telecast National Professional Football League title game in December and has lined up winter series of Saturday night wrestling matches to be cooperatively sponsored. Contracts with WABD (TV) New York, DuMont key station, from S. A. Schonbrunn Co. (coffee) for 260 announcements and from Liebmann Breweries (beer) for 13 five-minute films, were included in $1,200,000 total.

REYNOLDS BUYS BIG SHOW

REYNOLDS METALS CO., Louisville, Ky. (aluminum products), to sponsor 6:30-7 p.m. segment of *The Big Show*, Sundays over NBC beginning Sept. 30, and 8-8:30 p.m. period of *The Kate Smith Evening Hour* on alternate Wednesdays, over NBC-TV effective Sept. 26. Agency, Buchanan & Co., N. Y.

Business Briefly

SUSPENSE RENEWED ● Electric Auto-L Co., has renewed sponsorship of both C radio and TV versions of *Suspense* for comi year. Radio program moves to Mondays 8 p.m., while TV series will retain Tuesda 9:30 p.m. Cecil & Presbrey, N. Y., is agenc

BICKERSONS SWITCH ● Philip Morris Co., New York (cigarettes), sponsors of *T Bickersons* on CBS, Tuesdays, 9:30-10 p. switches program to NBC same evening, 10: 11 p.m. effective Sept. 4. Status of its *Phi Morris Playhouse* also on CBS, not yet decide Biow Co., New York, is agency.

NEW KATE SMITH SPONSORS ● Thr sponsors have been added for Kate Smith pr gram Monday-Friday (4-5 p.m.) program NBC-TV. Knomark Mfg. Co., for Esqui shoe polish, will sponsor Tuesday, 4:30-4: p.m. segment through Emil Mogul Co., N. Y Simonize, through Sullivan, Stauffer, Colwell Bayles, N. Y., will sponsor 4:15-4:30 p. period Thursdays, and Jergens Lotion, throug Robert W. Orr Assoc., N. Y., 4:15-4:30 p. segment, Wednesdays and Fridays.

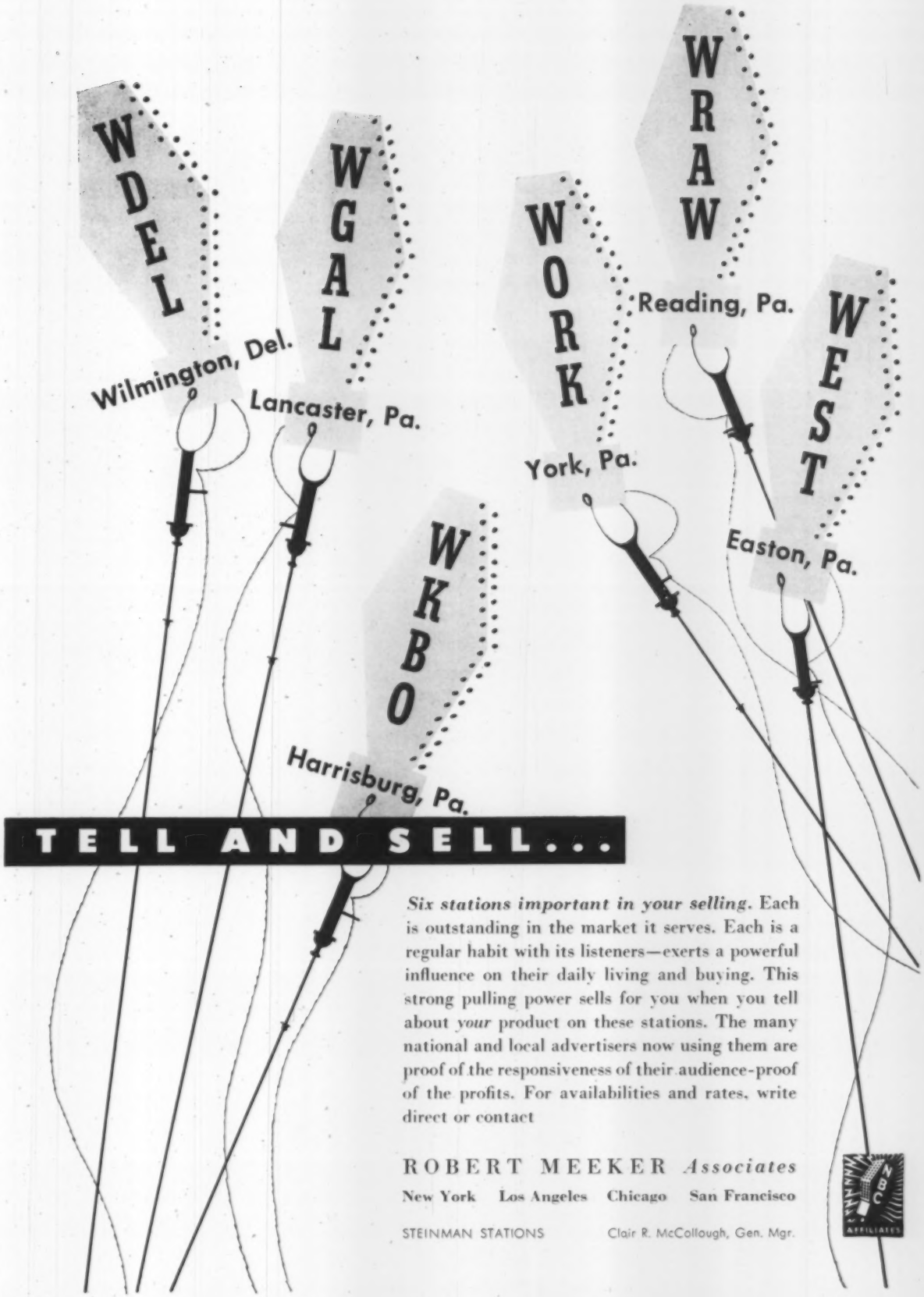
AT&T SETS SEPT. 30 FOR COAST-TO-COAST TV

COAST-TO COAST TV simultaneous netwo broadcasting will be initiated Sept. 30, if pre ent expectations are fulfilled, AT&T said in a nouncing $40 million opening of cross-countr microwave radio relay facilities for telepho service Aug. 17. Longest microwave chann in world, system has been under construct since 1948. Work on installation and testi of extra special equipment needed to fit rel for TV program transmission has reached sta where Sept. 30 date may safely be anticipate about three months earlier than previous Be System predictions.

Some TV networks marshalling West Coa origination plans. CBS-TV spokesman sa network probably would carry *Burns and All* and *Alan Young Show*, and possibly all or so Jack Benny programs from West Coast. NB TV probably will air four shows in part fro Hollywood, including *Colgate Comedy Hou All Star Revue* and Red Skelton and Bob Ho shows, network representative said. DuMo Director Chris Witting said DuMont had a plied for east-west, west-east facilities t months ago, but no plans had been mad ABC-TV reported no definite plans for chan in origination schedule.

SEEDS CLIENTS BUY SCHEDULE

THREE CLIENTS of Russel M. Seeds, Chicag buying heavy fall and winter schedules. Nor Division of Borg-Warner, Chicago, for its fa line of appliances, will sponsor transcribed Re Skelton show in nighttime half-hour slots 46 markets from Oct. 1 for 39 weeks. Packag is produced and owned by Seeds. Brown a Williamson Tobacco Co., Louisville, for Raleig cigarettes, begins TV spot campaign in markets this month. Pinex Co., Ft. Wayne, Ind for cough syrup, will use radio spots in U. S and Canada. Canada order covers 19 market and 25 stations, while 40 markets will be us in U. S. between Pittsburgh and Texas.



Six stations important in your selling. Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about *your* product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience-proof of the profits. For availabilities and rates, write direct or contact

ROBERT MEEKER *Associates*

New York Los Angeles Chicago San Francisco

STEINMAN STATIONS Clair R. McCollough, Gen. Mgr.

WTAR Sells ALL
The Norfolk Metropolitan Sales Area for You!

WTAR is the profitable way to sell the big, eager and able-to-buy Norfolk Metropolitan Sales Area—Norfolk, Portsmouth, Newport News, Virginia.

According to BMB, 95% of the families in this four-county sales area listen to WTAR regularly. Hooper says that most Norfolks listen most of the time to WTAR. Add the fact that WTAR delivers more listeners-per-dollar than any other local station or combination of stations. Easy to see why WTAR reduces sales costs, increases sales and profits.

MARKET DATA—Norfolk Metropolitan Sales Area

	POPULATION SM ESTIMATES 1/1/51		RETAIL SALES–1950 SM ESTIMATES		EFFECTIVE BUYING INCOME SM 1950 ESTIMATES		
	Total (in Thousands)	Families (in Thousands)	Dollars (in Thousands)	% of U.S.A.	Net Dollars (in Thousands)	Per Capita	Per Family
Norfolk-Portsmouth Metropolitan Area	419.4	107.2	$375,623	.2677	$509,403	$1,215	$4,752
Newport News Metropolitan Area	144.5	38.9	113,954	.0812	182,051	1,260	4,680
TOTAL Norfolk Metropolitan Sales Area	563.9	146.1	489,577	.3489	691,454	1,226	4,733

WTAR WTAR-FM WTAR-TV CHANNEL 4

NBC Affiliate
5,000 Watts Day and Night

Inter-connected NBC, CBS, ABC, & DuMont Television Networks

Nationally Represented by EDWARD PETRY & CO., INC.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0773* James Montagnes.

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• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Helping your doctor
help you—
the partnership between

Meat and Medicine

As you know, meat animals are the source of many vital medicines. Every day these help save lives, restore health, relieve pain and battle disease for millions of people—perhaps even you, or one of your family.

To help make them, the meat packing industry has elaborate facilities for saving important by-products. Great discoveries have come, already, from the research partnership between the meat industry and medicine. The search is on for even *greater* things.

But *only* well established meat packers—the companies whose products you know so well—have the facilities to *save* and make available these by-products.

Price controls, possible rationing, etc., tend to divert meat into illegal channels, where there are no means of saving essential by-products; no facilities for research.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

Out of the partnership between the meat industry and medicine come these (and many other) medicinal preparations

Insulin—only substance known to medical science which can control diabetes.

ACTH—treatment of arthritis, severe asthma, and many other conditions.

Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

Liver Extract—treatment of pernicious anemia.

Fibrin Foam—controls bleeding during surgical operations.

Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.

Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

Cholesterol—starting material for the preparation of many hormones.

Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.

Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.

Rennet—aids in milk digestion.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

Estrogenic Hormones—treatment of certain conditions arising out of the menopause.

Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.

Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Benzoinated Lard—widely used as a medicinal ointment base.

Diastase—aids in promoting starch digestion.

Lipase—aids in promoting fat digestion.

Trypsin—aids in promoting protein digestion.

Bone Marrow Concentrates—treatment of various blood disorders.

Suprarenal Cortex Extract—used in the treatment of Addison's Disease.

Penetrate ALL of America's

WFIL-

. . . shopping center

WFIL BLANKETS PHILADELPHIA . . .

For blanket coverage in Philadelphia—city of two million—schedule WFIL. WFIL regularly reaches four-fifths of all the city's radio families . . . 451,260 homes where WFIL is a family buying guide. And WFIL is still growing. It's the only Philadelphia network station to show both day and night audience gains in BMB's latest survey . . . 18.5% more families (day) and 16.1% more families (night). You can't pass up Philadelphia, capital of America's 3rd Market . . . you can't pass up WFIL, first on the dial in Philadelphia.

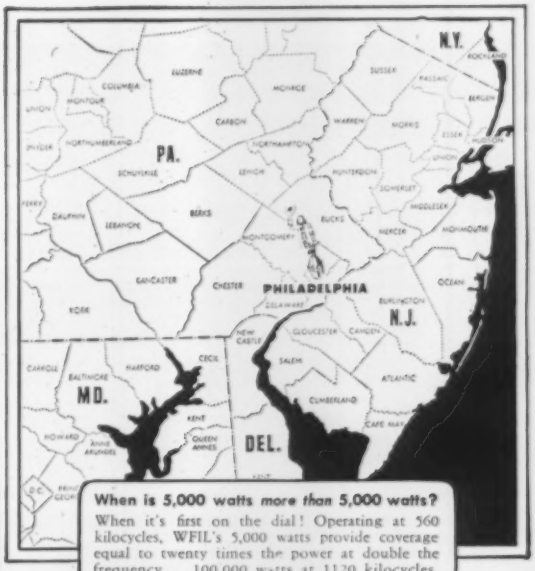
. . . BLANKETS THE WHOLE 14-COUNTY MARKET

Don't ignore any of the 14-County Philadelphia Retail Trading Area. Here is a zone of more than 4,400,000 people. Here, in more than two-thirds of the radio homes, 769,550 families consistently tune WFIL. In this rich market area WFIL's signal penetration is strongest . . . you reach *all* of the 147 "home markets" outside city limits where a majority of the area's prosperous population lives and buys. And WFIL takes you to a huge bonus area beyond the 14 counties. Total coverage: 6,800,000 people. To reach these customers schedule WFIL.

3rd Market

adelphia

for millions!



When is 5,000 watts *more than* 5,000 watts?
When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

ELMER H. WENE, Vineland poultryman—The head of Wene Chicks and his family typify WFIL-adelphia's 32,567 farm households with buying power 98 per cent above average. He is a WFIL fan.

A. O. SCHAEFER, Philadelphia steel maker—As Vice-President of The Midvale Company, he helps pay wages and salaries totaling $1,812,770,000 to workers in WFIL-adelphia's 8,566 industrial plants.

KATHRYN L. BATCHLER, Glassboro housewife—Like so many of the 2½ million women over 21 in WFIL-adelphia, Mrs. Batchler listens long and hard before she buys . . . and she listens regularly to WFIL.

SIDNEY THAL, Chester grocer—4,400,000 people in this hungry 14-County market eat groceries worth more than $1 billion a year. Mr. Thal's Edgemont Beef Company is one of 460 food stores in Chester.

RAYMOND R. BEHRMAN, Phoenixville appliance dealer—Dealers like Behrman and Wiess sell $198,872,000 worth of household goods a year in WFIL-adelphia. He is a regular WFIL listener.

JAMES WORK, Doylestown educator—Mr. Work is President of the National Agricultural College, one of 39 colleges and universities in WFIL-adelphia. His students are among 65,000 collegians in the area.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Gene Allison

and "The NEWS"

For a long time "Hoosiers" have received their morning news from Gene Allison. His early morning up-to-the-minute reports have made him their favorite morning newscaster for Indianapolis and Central Indiana. Gene Allison newscasts have an enviable record with commercial sponsors. Any advertiser who wants to do a big job with a small budget will do well to check Gene Allison and the Morning News.

"The Station that never out-promises
BUT ALWAYS OUT-PERFORMS"

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO. Inc.

Represented Nationally by The BOLLING COMPANY

new business

Spot . . .

CHAMPALE Inc., N. Y., through Hilton & Riggio, N. Y., planning increase of radio spots in major markets throughout country. Firm which directs large proportion of its advertising to negro market, is also, in process of negotiation for network radio program either on ABC or NBC.

ARMOUR & Co., Chicago, for its new product, Dial Deodorant Shampoo, is using eight-second radio spots in Chicago, Peoria, Milwaukee and Madison and tags on NBC *Dial Dave Garroway* show preparatory to national expansion on market-by-market basis. Product was introduced in New Orleans test with radio and TV spots and Garroway cut-ins. Agency: John W. Shaw, also Chicago. Agency: Foote, Cone & Belding, same city. **Edwin J. Hughes** is account executive.

KRAFT FOODS Ltd., Montreal (Parkay margarine) starts five days weekly cooking program on CFRB Toronto. Agency: Needham, Louis & Brorby, Chicago.

F. W. FITCH Co. Ltd., Toronto (shampoo), starts spot announcements on number of major market Canadian stations and newscasts on selected stations. Agency: Vickers & Benson Ltd., Toronto.

Network . . .

WILDROOT Co., Buffalo (Wildroot Cream Oil Hair Tonic), sponsoring five-minute summary of major league baseball games following two regularly scheduled Sunday broadcasts of *Game of the Day* on MBS, effective July 29. Agency: BBDO, N. Y.

GLIDDEN Co., paint products, Cleveland, to sponsor quarter-hour of *Kate Smith Show* on NBC-TV for 13 weeks from Sept. 14. The 15-minute 4:30 to 4:45 p.m. segment will be sponsored on more than 50 station each Friday for new "Spred Satin" rubber latex emulsion paint and other Glidden items. Agency: Meldrum & Fewsmith, Cleveland.

CURTIS PUBLISHING Co., Phila. used three spot announcements July 27, 30 and Aug. 1 for *Ladies Home Journal* on *The Mary Margaret McBride Program* over ABC. Agency: BBDO, N. Y.

GROVE LABS., St. Louis (Bromo Quinine cold tablets), to sponsor *Cecil Brown, News Commentator* on 45 Don Lee stations, Tues., Thurs., 8-8:15 a.m. (PDST) for 26 weeks starting Sept. 18. Agency: Gardner Adv., St. Louis.

LA MAUR PRODUCTS, New York (Modart cream shampoo), starting Sept. 9, Sun., 10:15-10:30 p.m. (PST), will sponsor *George Fisher, Hollywood News* on 28 CBS Pacific and Mountain stations for 52 weeks. Agency: Hilton & Riggio Inc., N. Y.

ARDEN FARMS Co., L. A. (dairy products), July 15 only, Wed., 8:15 to conclusion, sponsors 7th annual *L. A. Times* charity football game between Los Angeles Rams and Washington Redskins on 7 ABC Southern California stations. Agency: Walter McCreery Inc., Beverly Hills, Calif.

MORTON SALT Co., Chicago (table salt), to sponsor transcribed musical program Tues., 7:30-8 p.m. (PST) on 19 CBS Pacific and Mountain stations for 26 weeks, starting Sept. 11. Agency: Klau-Van Pietersom-Dunlap Assoc., Chicago.

GENERAL TIRE & RUBBER Co., Akron, starts next Wednesday, 8-8:30 p.m. (PDST) for 13 weeks, sponsoring *What's the Name of That Song?* on 45 Don Lee Pacific stations under the network's new "Lanca" plan of paying percentage of established network rate and talent costs. Retailers located in 49 strategic broadcasting cities will underwrite remainder of costs by paying their pro-rate talent share plus percentage of local rate of individual Don Lee outlets. Agency: D'Arcy Co., Cleveland.

GENERAL FOODS Corp., New York (Calumet Baking Powder), to sponsor participation *Jack Kirkwood Show* on 45 Don Lee stations, on

(Continued on page 15)

KPRC

FIRST AGAIN

in the Big Houston Market!

February-May Hooper Report:

14 of the *FIRST* 15 Daytime Shows

14 of the *FIRST* 25 Nighttime Shows

5 of the *FIRST* 7 News Broadcasts

Are Heard on KPRC

KPRC leads by 31% over the second station

in Total Rated Time Periods

KPRC
HOUSTON

A-3-51

5000 WATTS

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager

Represented Nationally by

EDWARD PETRY & CO.

KCBD

This week we pull the big switch...

This week KCBS increases its power to 50,000 watts. Already the most listened-to station in the San Francisco area,* KCBS becomes *ten times more powerful!* Now, with 50,000 watts beaming from a new transmitter at a strategic new location, KCBS will carry its top-favorite local shows and the big-star network shows of CBS throughout nearly *all* of Northern California. Will deliver a clear and powerful signal to 9 out of every 10 Northern Californians. Will make thousands of new friends... deliver many thousands of new customers for you. Remember, *this week* we pull the big switch... and boost our power

...to 50,000 watts!

Ask us or Radio Sales to give you a preview of how 50,000-watt KCBS can help you make your product a leader throughout *half of California.*

* Pulse of San Francisco

KCBS: this week ten times more powerful!

Oklahoma City's
Only 50,000 Watt Station

GOD BLESS YOU
UNCLE FRANK

When little Vicky Phillip's mother wrote her blessing to KOMA, it meant that your advertising on KOMA is heard by FRIENDS, not just listeners.

Vicky had received a birthday gift from Uncle Frank's Birthday Club, and her prayers of petition are now prayers of thanks, to Uncle Frank and KOMA.

Her mother wrote to offer her blessing for making her little girl so happy and we've many more similar letters from equally appreciative parents.

Investigate the attractive rate and time of this excellent children's program, with its countless merchandising angles. See your nearest Avery-Knodel man or contact

J. J. Bernard
VP and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

DON BLAUHUT, assistant radio and television director Peck Ad Agency, N. Y., named director of department. Prior to his pre ent affiliation he was with H. B. Humphrey Co., N. Y.

GEORGE H. POLAND, manager Montreal office Young & Rubicam Lt Toronto, appointed vice president. He has been with agency since 194

ABNER J. RUBIEN, vice president and co-director of package goo division Dorland Inc., N. Y., appointed vice president Hilton & Riggi N. Y.

MIKE PARENT, account executive, Foote, Cone & Belding, S. F., t Benton & Bowles, N. Y.

MARK PARNALL, advertising and sales promotion manager Gener Electric Supply Corp. S. F., to Brisacher, Wheeler & Staff, S. F., in cre tive department.

CARL SEIFFER appointed assistant account executive Robert Otto & C Inc., N. Y. He was managing editor of Hudson Valley Newspapers, Milto N. Y.

JULES HACK, radio-TV commercial writing staff Young & Rubicam Inc Chicago, to Erwin, Wasey & Co., L. A., in similar capacity.

JERRY KINGSLEY, McCann-Erickson, S. F., to Guild, Bascom & Bonfigl S. F.

MARSHALL J. MURPHY, account executive Young & Rubicam, N. Y to St. George & Keyes, as account executive for Richard Borden Inc. an Vikon Tile Div. and Vikon Cream Wax. Latter firm considering use o television in fall.

on all accounts

IN describing his Army career, John Lawton, account executive, St. George & Keyes, New York advertising agency, says "I majored in public relations and privated in the infantry."

Entering the Army as a GI in 1940, Mr. Lawton served with the 29th Division in Europe, winning a silver and bronze star and finally completing the color scheme the hard way with a Purple Heart.

Upon release from the hospital as a major, he was assigned to public relations work, his first real experience in that field.

Returning to civilian status in 1945 he joined St. George & Keyes in the publicity department. His affinity for the agency business was such that he had soon established himself in production, eventually progressing to account work. Within six years he had progressed to his present position as account executive for Revere Copper & Brass (Revere Ware), Benjamin Moore Paint Co. and the Kuffel & Esser (instruments) accounts.

Mr. Lawton's pre-war commercial experience had included jobs with the First Trust Bank in Albany, N. Y., the surveying firm of Edward J. Bottele Delmar, N. Y., and the Young & Selden Co., printer and lithographer.

Mr. LAWTON

Among his present accounts, Revere Ware currently is sponsoring *Meet The Press* on NBC-TV and the Benjamin Moore Co. is a seasonal radio advertiser with a current 13-week run of *Your Home Beautiful* on MBS.

Mr. Lawton has been married to the former Martha Stringer since 1941. They have two children, Ruth Dunn, 5, and John Crawford, 2½. The family lives in an apartment in Rye, N. Y.

Mr. Lawton's hobbies are tennis and golf. He is a member of the University Club, Baltimore, and the Touchdown Club, New York.

beat

WILLIAM J. BREEN, Sherman & Marquette, N. Y., to McCann-Erickson, N. Y., in executive capacity.

ED BAUMGARTNER, art director H. M. Gross Co., Chicago, named vice president.

ANDERSON, SMITH & CAIRNS, subsidiary of Anderson & Cairns, N. Y., has moved its Montreal offices to new and larger quarters at 1510 Drummond St.

JOHN MATHER LUPTON Co., N. Y., has leased additional space at 420 Lexington Ave., N. Y.

WILLIAM MANDEL, account executive Dorland Inc., N. Y., to Hilton & Riggio Inc., N. Y., in same capacity.

JAMES T. CHIRURG, president James Thomas Chirurg Co., N. Y., named to serve on committee on advertising of U. S. Chamber of Commerce.

RICHARD L. DEXTER, copywriter The Potts-Turnbull Co., Kansas City, Mo., called to active duty at Lt. Comdr. in Navy, as 12th District radio-TV officer.

GRANT Adv. Inc. has moved its New York offices to 655 Madison Ave. New telephone is TEmpelton 8-9393.

WALTER GRAUMAN, TV packager, to radio-TV department, Jaffe Agency, L. A.

MARK PARNALL, advertising and sales promotion manager General Electric Supply Corp., S. F., to creative department Brisacher, Wheeler & Staff, S. F.

CLARENCE L. JORDON, executive vice president N. W. Ayers & Son Inc., Phila., appointed chairman of second annual United Fund Campaign.

GEORGE D. ERBEN, executive art director Platt-Forbes, N. Y., and ROBERT C. REED, assistant art director, Goold & Tierney, N. Y., named art directors for Fletcher-Richards, N. Y.

BEAUMONT & HOHMAN Inc., Chicago, appointed by WOW-AM-TV Omaha to handle advertising.

New Business

(Continued from page 10)

thrice weekly rotating basis, 1-1:30 p.m. (PDST), for 18 weeks starting Sept. 3. Agency: Foote, Cone & Belding, N. Y.

AMERICAN BAKERIES Co., Atlanta, renews sponsorship of *The Lone Ranger* on 36 ABC stations, effective Sept. 10 for 52 weeks, and TV version effective early in July for similar period. Agency: Tucker Wayne & Co., Atlanta.

Agency Appointments • • •

WESTERN UNION SERVICES Inc., subsidiary of Western Union Telegraph Co., appoints United Advertising Agency, Newark, to handle advertising. Television will be used.

RED TOP BREWING Co., Cincinnati, names Cecil & Presbrey Inc., to handle its advertising effective Sept. 1. Firm uses spot radio.

CAMPBELL SOUP Co., Camden, N. J., appoints Compton Adv., N. Y., to handle advertising for its pork and beans and tomato juice, effective Oct. 1.

AIKMAN BREAD Co., Port Huron, Mich., appoints Ruse & Urban Inc., Detroit, to handle advertising. Ruse & Urban will prepare all material for radio sales promotion of new product Lax-A-Bran Bread.

LAUREL RACE COURSE, Laurel, Md., SALTZ F STREET (men's wear), Washington, and FALGY ENGINEERING Corp., Bethesda, Md., appoints Emanuel Levine Adv., Washington, to handle advertising.

SECOND ARMY re-appoints VanSant, Dugdale & Co., Baltimore, to handle advertising. Radio will be used.

Obviously OUTSTANDING

Largest brewery in Illinois . . . one of the ten largest in the world—PABST in PEORIA!

Completely new since 1934 and with an expansion program completed in 1950, the Pabst plant in Peoria has what is widely considered the finest and most beautiful brewhouse in the world. Capacity of this famous Peoria brewery is astounding—2½million units (bottles, cans and barrels) DAILY! Covering 7½ acres, this OBVIOUSLY OUTSTANDING brewery employs 1300 persons . . . receives and dispatches 100 railroad cars and a like number of trucks daily.

WMBD Dominates the Rich Peoriarea Market

JACK QUINN . . . veteran WMBD sportscaster, is recognized as Peoriarea's outstanding. His voice is welcomed by thousands of sports fans as he vividly describes the sports events of the season.

OBVIOUSLY OUTSTANDING, also, is WMBD's continuing dominance of the prosperous Peoriarea market. The latest Hooper Index shows WMBD increasing its already dominant lead and selling more products to more people at less cost than any other station in the market.

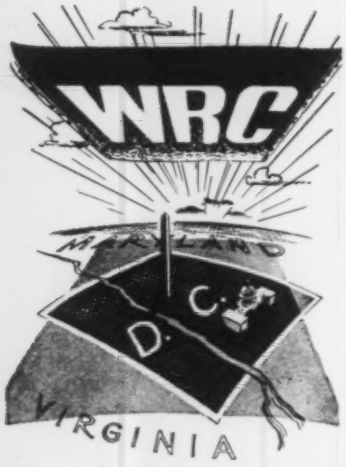
WMBD—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

Like A Blanket!



WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpulled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
NBC SPOT SALES

feature of the week

DECLARING that "the air belongs to the people and the use to which it is put for radio and TV is a public trust," William Fay, vice president of Stromberg-Carlson Co., has announced formation of a citizen's Advisory Council for the company's WHAM - AM - TV Rochester.

Mr. Fay

T. Carl Nixon, prominent local attorney, has accepted temporary chairmanship of the group, pending an organizational meeting and election of officers. Council will consist of 25 members for the 23-county coverage area of the stations, according to Mr. Fay.

He also stated that the group will organize and function independent of station influence, members serving without compensation on a one-two-and three-year rotating basis. Plan is for a nucleus of new members to be added each year.

"The purpose of the Advisory Council will be to advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners," Mr. Fay said. The Stromberg-Carlson executive expressed the desire that the stations' audience have a closer working partnership with WHAM and WHAM-TV. He further stated:

Under the American system of broadcasting, broadcast stations are privately owned and operated under a license from the federal government to operate "in the public interest, convenience and necessity." In other words, operation of a public enterprise is a public trust.

Now that WHAM is engaged in both radio and television, its responsibility for the wise use of the great power in these facilities is greater than ever before. We believe that both the stations and the communities they serve have much to gain from an advisory group such as the new council.

Our goal is the fostering of finer radio and television in the Rochester area. But we do believe also that, in working towards this goal locally, we can stimulate similar efforts throughout the broadcasting industry.

strictly business

JOHN STEBBINS' confidence in the continuing profit-making ability of radio is physical as well as intellectual. The Chicago manager of The Bolling Co., station representative firm, proves this with a blood pressure of only 104. A muscular 220-pounder, Mr. Stebbins has been in radio 11 years, and manager of Bolling's Chicago office since the firm bought Universal Radio Sales. He also was midwest manager of that representative firm after getting his broadcast indoctrination at such scenic sites as Jamestown, N. D., and Albuquerque, N. M.

Born in Sioux Falls, S. D., Mr. Stebbins lived most of his youthful years in Jamestown, returning there between terms at St. John's Military Academy in Delafield, Wis., and the New Mexico Military Institute at Roswell. Military training was incidental, however, as he concentrated on commercial courses. Even while attending prep school he had decided to go into radio some day, because it was a "young man's field," but opportunities to crack it were sparse at that time.

After graduation from the military institute, Mr. Stebbins bypassed his radio ambitions temporarily and went into the freight car refrigeration business with his brother. Sons of a railroad man, the boys headquartered in Los Angeles and sold fruit and vegetable growers and suppliers on the idea of using a device, which cooled railroad refrigerator cars faster and more cheaply with air instead of ice. The system enabled a car to be cooled for shipment of perishable food in four hours rather than 16, and gained for shippers a

Mr. STEBBINS

(Continued on page 90)

IF YOU'RE INTERESTED IN PROFIT...

You'll PROFIT From WISN's Better Programming and More Loyal Listeners Who "Lis'n to WISN" for Good Radio All Year Long.

Let Your KATZ Man Show You Just How You Can PROFIT From WISN—Milwaukee's Most Productive Station.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

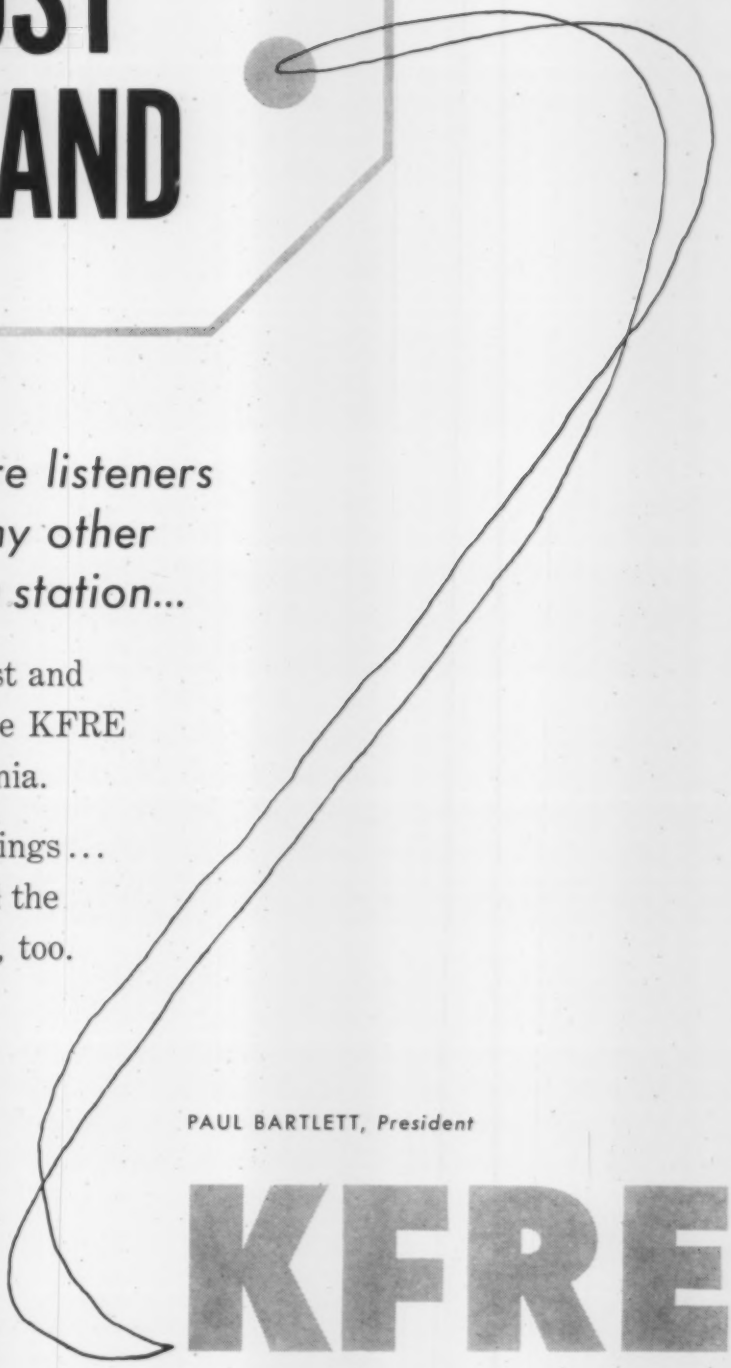
LOWEST COST PER THOUSAND

KFRE delivers more listeners per dollar than any other Central California station...

You are using the biggest and the best when you choose KFRE to cover Central California.

You get the highest ratings... complete coverage...and the lowest cost per thousand, too.

Ask Avery-Knodel.



PAUL BARTLETT, *President*

KFRE

940 KC ★ CBS ★ 50,000 WATTS ★ FRESNO

NOW

your radio dollar goes much farther in Pennsylvania's top quality market

For WHP, the dominant voice of Harrisburg for a quarter century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc.

Leading the state in effective buying income per family as well as in per capita buying power, the vast new WHP service area offers you the most promising opportunities for stepping up sales or expanding distribution.

Find out how effectively WHP can work for you and how little it really costs. Ask the Bolling Company for particulars.

WHP

The CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, York, Lancaster, Lebanon, etc.

the key station of the keystone state . . . . Harrisburg, Penna.

In The Public Interest

Safe Driving Contest

"TRENTON'S Safest Summer" contest backed by WBUD Morrisville, *The Trentonian* and American Automobile Assn. of central New Jersey, has swung into high gear, trying to encourage safer driving in the state. Merchants from all over central New Jersey are offering prizes for the "Most Courteous Driver" selected each week. It all started when an editorial appeared in *The Trentonian*. WBUD immediately followed it up with a call to the paper suggesting a drive be launched in cooperation with a national safety organization. Thus AAA came into the picture and agreed to the plan to locate Trenton's most courteous and safest driver.

Red Cross Citation

KNBC San Francisco broadcasts on behalf of 1951 Red Cross Fund Campaign have brought the station formal resolution of gratitude from the executive committee of the San Francisco Red Cross chapter. Station is cited for its "public spirited support (and) significant contribution in acquainting the public with activities and financial needs of our chapter." In an accompanying letter with the resolution, 1951 Fun Campaign Chairman Alan Lowrey wrote Lloyd Yoder, KNBC general manager: "I add my warmest personal thanks . . . without the kind of backing you gave (our quota) could hardly have been achieved."

Aids Arrest

A WJHP Jacksonville, Fla., broadcast description of a hit-and-run automobile involved in a fatal accident led to the arrest of its driver, the station reports. A listener heard the broadcast, recognized the car, and phoned police. The driver has been charged with manslaughter. WJHP Disc Jockey Chaz Harris aired the description on his *Rise and Shine* program.

Defense Booklet

WPIN St. Petersburg, Fla., is distributing a copy of the official government publication, *Survival Under Atomic Attack*, prepared by the Federal Civil Defense Administration. Circulation of the booklet is being made as a public service and free of charge to listeners upon request.

Fire Prevention

WTAG-AM-FM Worcester, Mass., has received plaudits of Massachusetts officials for its series against forest fire carelessness. E. H. Gagnon, conductor of the station's series, *Keep Massachusetts Green*, said in a letter to WTAG that "all the officials of the State Conservation Dept. are in agreement that WTAG is perhaps doing more for the prevention of forest fires than any radio station in the East." In addition to the series, WTAG airs a "burning index" in daily weather reports indicating potential fire danger for that day.

Lost and Found Dept.

WWDC-AM-FM Washington through a transit radio broadcast was responsible for reuniting a lost three-year-old girl and her father. Police found the child wandering the streets of the Nation's Capital. The tot couldn't tell where she lived. Newspapers carried stories and photographs but it was not until a neighbor of the little girl heard her description on a transitcast that the case was solved.

Coast Guard Appreciation

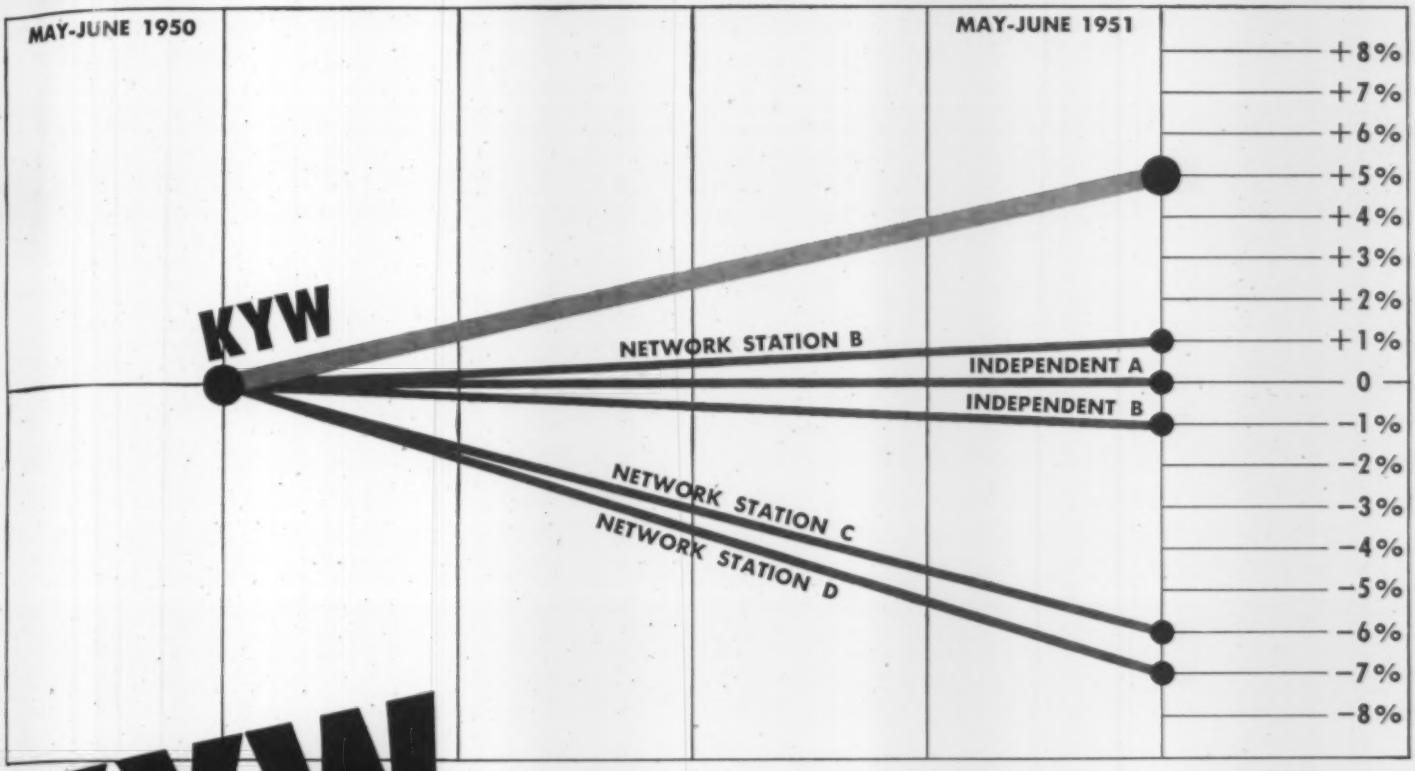
U. S. COAST GUARD has expressed its appreciation to WLOW Norfolk for the Virginia station's "generosity and efficiency of the public service rendered." On July 1, the aid of WLOW was sought by the Coast Guard to locate a missing boating party. WLOW aired the appeal. Within a few minutes, the listening audience had supplied the information that the party had reached shore safely "thereby releasing air and surface craft from further search of the sea."

Fire Damage

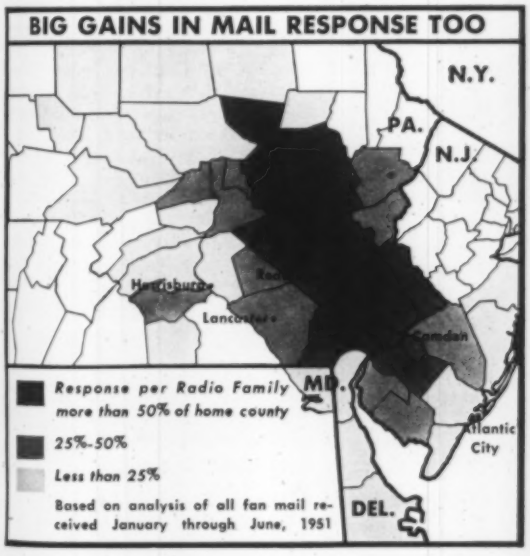
WHEN fire destroyed the home of a local family, WGIG Brunswick, Ga., went on the air with appeals. Every break in a baseball game was used to ask for clothing and furniture for the family. By the end of the game, sufficient gifts had poured in for the family to make a new start, the station reports.

Sound Retreat

BILL SAMPSON, Negro night disc m.c. of KWKW Pasadena, has changed (by request) the phone number he gives listeners desiring to call in requests. Seems the number was just one digit removed from that of Sierra Madre Passionist Retreat House and too many Sampson fans in the early morning hours weren't quite careful enough in their dialing.



KYW scores terrific gain in "popularity poll" of Philadelphia stations!



Your advertising dollar has *always* bought full measure on KYW. Now it gets an even better buy! According to Pulse figures for all programs from 6 AM to midnight, Monday through Friday, KYW's share-of-audience for the May-June period has jumped 5 percent in one year.. in spite of increased activity on the part of other media. This record far surpasses that of any other Philadelphia radio station, network or independent!

Mail response, too, proves that KYW gets *action* from all over the rich Middle Atlantic market. For availabilities, check KYW or Free & Peters.

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — America's Great Advertising Medium

IN ORLANDO, FLORIDA, WLOF's

"BOB KEITH SHOW"

DAILY 3½ HOUR DISC JOCKEY PROGRAM

HAS HIGHER HOOPER RATING (*) THAN NBC AND ABC STATIONS HERE ALL AFTERNOONS 2:00 TILL 5:30 PM; AND OUTRANKS CBS STATION 5 TO 5:30 PM, MON. THRU SAT.

BOB KEITH'S SHARE OF AUDIENCE

2:00 TILL 3:00 PM — 20.2
3.00 TILL 4:00 PM — 25.0
4:00 TILL 5:00 PM — 27.9
5:00 TILL 5:30 PM — 38.5

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(*) HOOPER STUDY DECEMBER, 1950 THRU FEBRUARY, 1951.

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

open mike

Applause Dep't.

EDITOR:

Congratulations on your story on *The Railroad Hour* [July 23]. It is very well written . . . and very well documented.

J. Gorman Walsh
Station Manager
WDEL-AM-FM-TV
Wilmington, Del.

* * *

EDITOR:

. . . I now have a far better conception of your vast coverage since tear pages of the feature [STRICTLY BUSINESS, July 9] arrived from all over the country. . . .

D. C. Rogers, Mgr.
Adv. & Sales Promotion
Mid-Continent Petroleum
Tulsa

* * *

Hon. 'Yearbook'

EDITOR:

. . . Since the Library of Congress reference room in the New House Office Bldg. does not have a copy of the 1951 BROADCASTING • TELECASTING YEARBOOK I am giving them [a] copy . . . so that all the members will have access to the information contained therein . . .

Sterling Cole
Member of Congress
(R-N.Y.)
Washington, D. C.

* * *

Intruding Digit

EDITOR:

We just read the WPAT rate increase article on page 48 of this week's BROADCASTING • TELECASTING [July 30], and we wish to convey our thanks for the story. Unfortunately, however, we noticed a rather serious error . . .

The conclusion of the next to last paragraph reads: ". . . and lost rank in but 41." Our promotion piece reads, instead: " . . . and lost rank in but 4."

Losing position in 37 more quarter hour periods than we actually did puts us in a slightly precarious position. . . .

Frank Tuoti
Promotion Manager
WPAT Paterson, N. J.

[EDITOR'S NOTE: To say nothing of the position it puts an unsteady typographer in.]

* * *

Heat's on Heatter

EDITOR:

. . . We would like to point out a misstatement in the last sentence of the Heatter item wherein you say: "Agencies, Ruthrauff & Ryan, Chicago, for Beltone and Olian Adv., Chicago, for American School."

While it is true that Ruthrauff & Ryan handles some of Beltone's advertising, our agency handles a good part of it also, as well as all of their radio and television commitments, including the Heatter broadcasts . . .

M. R. Douglass
Olian Adv. Co.
Chicago

[EDITOR'S NOTE: Story in question, July 16, said Gabriel Heatter on MBS would be sponsored on alternate Mondays by Beltone and American School.]

* * *

Ups and Downs of CBS

EDITOR:

Wish you would keep this in mind in future write-ups about CBS Television Division—and, similarly, CBS Radio Division.

We would very much appreciate your capitalizing "CBS Television Division." . . . Also, when you refer to owned radio or television stations, we would prefer your saying "CBS-owned television stations." It might interest you to know that it is the Hytron Radio & Electronics Co.—not "Corp." as you have it in the July 30 edition.

Incidentally, when CBS Television Division and/or CBS Radio Division make announcements about changes in their personnel, we would appreciate your crediting such announcements to the divisions rather than to "the network." It is rarely that "the network" makes such personnel announcements.

We realize that we are making an unusual number of shifts here, and we beg your indulgence to get them all straightened out. . . .

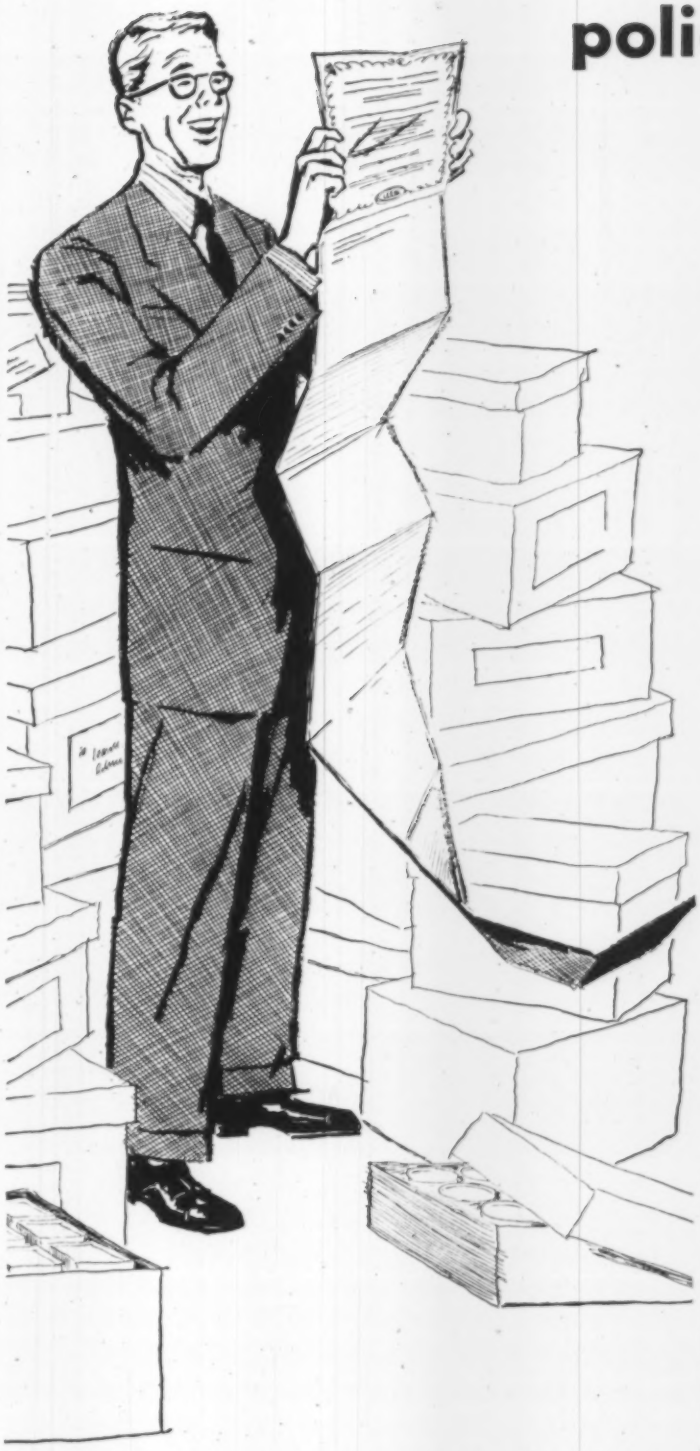
Michael J. Foster
Director, Press Information
CBS tel. (oops) Television Division
New York

[EDITOR'S NOTE: BROADCASTING • TELECASTING staffers and printers are advised to:

Observe the cases,
Lower and upper.
Else you stand at the mantle
To eat your supper.
What's up or down
In the CBS roster?
Seek the resident pundit;
Ask Mr. Foster.]

* * *

Did you get your big free insurance policy this week?



You did – if you received shipments of well-known brands of merchandise!

You got the protection and guarantee of all the advertising done each year, that promises top quality and value – and makes good on its promises.

More than that, you automatically benefit from a vast pre-selling job that has reached your own customers and convinced them *before* they enter your store.

That's why you make your business stronger when you keep the force of *famous brand names* behind your selling. Let your customers know they can get from *you* the brands they know and want. Why be content – or expect them to be content – with anything less?

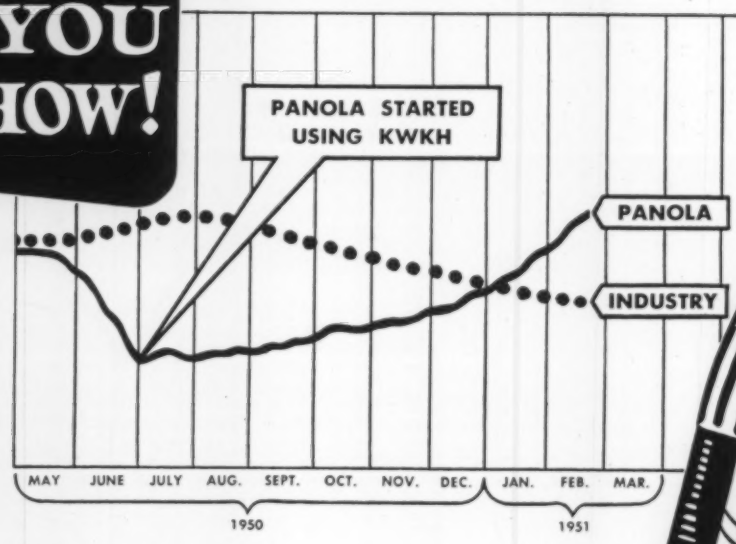
The consumers of America are in favor of known brands – prefer them 8 to 1 by actual survey. Darn good evidence that your turnover will be faster, your year-end profits higher – and that you'll collect handsomely on that free insurance!

Give your customers what they ask for – it's bad business to substitute.

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N. Y.

KWKH HELPS SOFT DRINK MAKE AMAZING COMEBACK

IT'S EASY, WHEN YOU KNOW HOW!



The chart above shows what three quarter-hour programs a week on KWKH have done for Panola, a soft drink bottled by the 7 UP Bottling Company of Shreveport.

The 7 UP Bottling Company started using KWKH in July, 1950, when sales of Panola were at a low ebb — down 40% from the corresponding period of 1949. KWKH helped check the slump immediately, and by March 1 of this year, Panola's sales were actually *14% above the corresponding two-month period of 1949 — a "real" gain of perhaps 34%, since industry sales declined 15% to 20% during the period!*

Panola's schedule on KWKH consists of a 15-minute segment of a late afternoon disc-jockey program. *This has been, and still is, Panola's complete advertising campaign!*

What can we "Panolate" for you?

KWKH

SHREVEPORT Texas LOUISIANA Arkansas

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 41, No. 6 WASHINGTON, D. C., AUGUST 6, 1951 $7.00 A YEAR—25c A COPY

FORD CREATES WORKSHOP

Backed by $1.2 Million Fund

THE FORD FOUNDATION, richest philanthropic organization in the U. S., last week created a Television-Radio Workshop, financed by a $1.2 million grant, to create programs combining "cultural, public service, and entertainment qualities" to be broadcast over commercial facilities.

Although the nature of its programs will be educational, the workshop was established on a financial plan which provides for its perpetuation through the sale of programs to advertisers.

The $1.2 million, which the foundation officially described as being "immediately available," was regarded as set up to provide the working capital of the workshop. Assuming the workshop is successful in attracting sponsors, there would seem to be no financial limitation to the volume of productions it undertakes.

According to the foundation announcement, workshop programs will be offered free to commercial broadcasters and will be made available for sponsorship. If the programs are sold to advertisers, broadcasters will be paid for their time and the workshop will recover production expenses.

Radio Show Already Planned

Already in production, the workshop plans to present its first show —a radio program—in November over CBS. The nature of the program was not revealed.

Creation of the workshop was announced by the foundation in a statement for release today (Monday). Its purpose, the announcement said, is to add "a new dimension to TV and radio programs."

The workshop will be operated by the Fund For Adult Education and will be under the general supervision of James Webb Young, consultant on mass communications to the Ford Foundation. Mr. Young is a veteran advertising man and is senior consultant at J. Walter Thompson Co. The Fund For Adult Education was set up by the foundation to assist "in that part of educational process which begins when formal schooling is finished."

The workshop's functions will encompass both radio and television but major emphasis will be on television, even though the premiere program is for radio.

Mr. YOUNG

* * *

"This workshop will be staffed by the best professional talent we can employ," Mr. Young said. "It will use its funds to produce shows with the maximum of available skills, techniques and facilities."

Already, he reported, several national advertisers and agencies have approached foundation authorities about prospective sponsorship of workshop programs, and top-flight talent have bid for jobs.

Filmed shows will form the bulk of the workshop's TV output. In addition to general flexibility, it was pointed out, films will permit second- and third-run use by "such educational stations as may come into existence," as well as by other outlets.

Referring to both radio and TV programs of the workshop, Mr. Young asserted:

"These shows will be offered without charge to commercial broadcasters who have already indicated a desire to cooperate in this venture by providing time to put them on the air. They will then be offered for sale to appropriate commercial sponsors, either national or local. If sold, the stations will get their time revenue and the workshop its production costs."

An "independent Hollywood producing unit" will probably be utilized for making the TV films.

Mr. Young, who told broadcasters several weeks ago that a substantial sum could be made available if a practical plan were devised for cooperation with commercial radio and TV interests, found evidence of hearty cooperation.

He said the workshop plan "has been warmly received by leading networks, by the directors of the NARTB, and by all individual station operators to whom we have

(Continued on page 38)

NBC CHIME SALE PLAN

NARTSR Discord

A PLAN to sell spots on NBC's network chime-breaks [CLOSED CIRCUIT, July 30] was still getting active consideration by NBC officials last week. The potential gross of $6 million a year in chime business stands as a lure against the certain outbursts of station representative firms, the likelihood of squawks from affiliates, and the difficulties of devising a satisfactory plan.

Though still in the indefinite stage, the plan drew immediate fire from the National Assn. of Radio & Television Station Representatives. NARTSR Managing Director Murray Grabhorn blasted it as "simply additional evidence of the networks' creeping encroachment into the spot field, compounding the station's problems forced by the recent network rate cuts."

A network spokesman said Thursday that at least three agencies were standing in line to negotiate for the spots, but that NBC officials were still undecided on whether the time is for sale. They do not know whether they want to inaugurate chime-break spots in the first place, he said, and if they decide they do they still do not know how they would handle such points as compensating the affiliates.

He emphasized, however, that if NBC sells the time the affiliates will be paid—a point which presumably would calm many of the station protests that would be expected otherwise.

In their exploration of the proposal, NBC authorities said they approached four 50 kw stations, explained the plan, and got "enthusiastic" reactions.

NARTSR's Mr. Grabhorn was enthusiastically opposed.

"When we first learned of the possibility that advertisers might buy a six-second network announcement within the area now occupied by the NBC identification chimes (or anywhere else)," he said, "it was incredible that NBC — or any other network — would even consider such an encroachment upon their affiliates' spot revenues, let alone pressure the stations to take it."

Calls Plan 'Bad'

Aside from what he called "the networks' creeping encroachment into the spot field," he said, "there are many other reasons" why the plan is "bad."

"Consider the fact that last year the networks billed about $12 million, of which approximately 30% went into the cash registers of their affiliated stations," Mr. Grabhorn said. "The same year spot advertisers spent $120 million, of which roughly 70% was retained by the individual stations. It is obvious, therefore, that if enough stations accept enough spot advertising from any network they will eventually destroy the legitimate spot business as it is known today."

Network officials insist the plan is not their idea, but was brought to them by "a major agency" on behalf of a client who wanted to buy the chime-breaks for a saturation spot campaign. When word leaked out, a second and then a third agency approached on behalf of advertisers, officials reported.

The chime-break spots, if the plan goes through, would be about six seconds long, according to present thinking. Instead of "This is NBC, the National Broadcasting Co.," the network identification would be shortened and the spot announcement inserted. For example, it might be "This is NBC—Buy Soap Pads," followed by the NBC trademarked chimes.

Though it would mark a departure in commercial practice, it

(Continued on page 40)

See Editorial Page 24

GRID SCHEDULES

Additional Signings Set

MORE football broadcast schedules for the fall are coming off the gridiron's griddle. Among the additional reports to BROADCASTING • TELECASTING are:

Admiral Corp. has signed for sponsorship of the annual All-Star football game on Aug. 17 over the DuMont Television Network. The game will be played at Soldiers Field, Chicago, with the College All-Stars opposing the 1950 National Pro Football League champion, Cleveland Browns. Officials said the game will be carried by 35 DuMont stations in 34 cities. Admiral agency is Erwin, Wasey & Co.

Standard Oil of Indiana has completed its broadcast schedule over WJR Detroit of eight U. of Michigan games. WJR Vice President and General Manager Worth Kramer says this makes it the sixth straight year of Standard Oil sponsorship.

Departure from the straight schedule is the dropping of Michigan vs. Cornell and substitution of Michigan State vs. Notre Dame. An addition is the U. of Detroit vs. Notre Dame game Oct. 5. Van Patrick, station's sports director, again handles play-by-play. Charley Park will cover color and sidelights.

Ohio Oil Co., through its agency, Stocton-West-Burkhart Inc., Cincinnati, has arranged to air over WHRV Ann Arbor all U. of Michigan games except that with Cornell U.

A 21 station regional network, entitled "Westvarn," will carry The Ashland Oil & Refining Co., Ashland, Ky., sponorship of the complete schedule of West Virginia U. games. Six of the games, which are home contests, will originate at WAJR Morgantown.

Hookup will require a total of 2,875 intercity mile circuits, WAJR General Manager Ford Billings, who completed arrangements, said. Local dealers in all 21 cities will participate in sponsorship. Play-by-play will be given by Jack Fleming, with Bos Johnson, WAJR program director, broadcasting color.

KCNA Tucson has the exclusive on broadcasts of the U. of Arizona Wildcats' 11 game schedule. Included is the Dec. 21 tilt planned at Hawaii.

Reynolds Buys Race

REYNOLDS metals Co. has signed to sponsor the Hambletonian Stakes, harness racing feature, from Good Time Track at Goshen, N. Y., Wednesday, 5:30-5:45 p.m., over CBS Radio. Agency is Buchanan & Co., New York.

Drawn for BROADCASTING • TELECASTING by Sid Hix
"He's a television applicant!"

General Foods Expands

GENERAL FOODS, New York (Jell-O Division), effective Oct. 1 will expand from thrice weekly sponsorship of *Breakfast Club* (Mon.-Fri.) on ABC, to five times weekly for the first quarter-hour segment of the 9-10 a.m. show. Young & Rubicam, New York, is the agency.

WHITE SOX GAMES

LBS, WJJD and WCFL Bidding

LIBERTY Broadcasting System and WJJD and WCFL, 50 kw Chicago independents, continued their bidding last week for exclusive broadcast rights for the next three years to the Chicago White Sox American League baseball games. Price reportedly is $375,000, which would give the buyer rights to live broadcasts of all home and out-of-town games for 1952-3-4.

Frank Lane, Sox general manager, was quoted as saying the decision will be made "some time this year." It is believed, however, the choice will be made before the end of the current baseball season in September. WJJD, the Marshall Field station, has a two-year contract which will be concluded this season. It has aired the games exclusively for several years.

No discussion as to sale of exclusive television rights has taken place so far, a Sox spokesman said. WGN-TV Chicago has carried the home game schedule for the past three summers.

AFFILIATIONS

WDSU and WSMB Switch

NBC and ABC affiliations in New Orleans will be exchanged Oct. 4 with WSMB moving to ABC and WDSU becoming the NBC outlet [CLOSED CIRCUIT, June 11].

WSMB, now on NBC, is operated by WSMB Inc., which is owned 50% by United Paramount Theatres, currently in process of merger with ABC. WSMB operates with 5 kw fulltime on 1350 kc. N. L. Carter is president and Harold Wheelahan is general manager.

WDSU, now affiliated with ABC, is on 1280 kc, also operating with 5 kw fulltime. It is owned by WDSU Broadcasting Corp., which also owns WDSU-TV. Edgar B. Stern Jr. is managing partner and Robert D. Swezey is executive vice president of both the radio and television stations.

Carleton D. Smith, NBC vice president in charge of station relations, said addition of WDSU would increase NBC's circulation by about 43,000 radio homes in daytime and 35,000 at night.

Signing of WSMB as an ABC affiliate was announced by William A. Wylie, director of the ABC radio stations department.

NEWS SHOWS UP

31.4% Over Last Year

AN UPSURGE in the sponsorship of news programs continues, with radio networks last week showing a 31.4% increase as of July 1 compared to July 1 a year ago.

Mutual, with a 61% increase, had the greatest rise. MBS picked up six new news sponsors for a total of 12 advertisers carrying 7 hours 30 minutes of news. Last year, Mutual had six sponsors of 2 hours 55 minutes of news.

ABC, heaviest news programming network, had 13 hours 40 minutes this year as compared to 11 hours 35 minutes a week in July 1950. News sponsors on ABC as of July 1951 totaled 11.

NBC has added 1¼ hours to the 5¼ hours it carried in July 1950, having added five news sponsors.

CBS, which last year had 5 hours 20 minutes of sponsored newscasts per week, reported no increase.

A Workshop in Your Future . . . . . AN EDITORIAL

THE TRUSTEES of the Ford Foundation showed commendable judgment in appropriating $1.2 million for a commercial radio and television workshop.

The sum is ample to organize a workshop and produce an adequate sampling of shows. It is not enough, however, to support a productive workshop indefinitely, a limitation that imposes severe responsibilities on the commercial broadcasting system.

The Ford trustees have wisely made a plan that insures the perpetuation of the workshop, providing it receives intelligent and energetic support. The workshop's programs will be available for commercial sponsorship from which revenue can be derived to pay the broadcasters for their time and replenish the workshop's funds. Assuming that program quality is sound, nobody will have to spend money by this arrangement, except the advertiser who can consider his investment as a legitimate advertising cost.

As we say, the programs will have to be good. They must serve a cultural purpose yet retain the showmanship that guarantees wide appeal. Fortunately, the workshop will be supervised by James Webb Young who not only is a scholar but also a distinguished advertising man.

It is Mr. Young's obligation to produce the very best programs possible. It is the responsibility of broadcasters to schedule them at desirable times and to promote and sell them with as much vigor as they would use in exploiting Bob Hope or Arthur Godfrey.

A failure of this plan would have appalling consequences. There would be no defense against argument that commercial broadcasting was incapable of doing an educational job.

Successful operation of the workshop, however, will pay vast dividends not only to radio and television but to the public. Here is the chance to reach more people with more information, more instruction, more culture than were ever reached before.

The potentialities are breathtaking. Imaginatively managed, the workshop could very well exert a profound influence on our future.

ASCAP ATTACK

Moves to Boost Income From Radio-TV

By BRUCE ROBERTSON

IN A BOLD move designed to increase radically ASCAP's income from the radio and television broadcasters who already provide the greater part of its revenue, ASCAP on Thursday asked the Federal District Court in New York to amend the provisions of the consent decree so as to:

(1) Enlarge the basis of per program licenses to cover not only programs containing ASCAP music but adjacent announcements as well, and (2) require all broadcasters who also are licensed by BMI to take out ASCAP blanket licenses whose fees are based on the station's entire revenue from all broadcasts regardless of whether or not ASCAP music is used.

Asks Hearing

This application for a modification of the terms of the consent decree, which in effect would nullify its major protection for ASCAP's broadcast licensees, asked the court to hold a hearing in New York this Wednesday at 10:30 a.m. In fact, in a complete reversal of the traditional ASCAP-broadcaster relationship with ASCAP holding control, the society now is asking for protection against what it alleges is the "unfair competitive advantage" held by the industry-owned music rights organization, BMI.

At the same time, ASCAP also filed its answer to the petition of 56 TV station operators asking the court to set a "reasonable fee" for the use of ASCAP music in connection with their television programming [BROADCASTING • TELECASTING, July 23]. Answer claims that the fees requested by ASCAP are reasonable and should be so found by the court, although the proposed per program licenses call for a rate of payment more than double that now in effect in the per program agreements ASCAP has with radio broadcasters.

In its plea for a softening of the terms of the consent decree, ASCAP asks that the following sentence be added to Subsection II of the amended final judgment of March 14, 1950 (latest form of the decree):

"(F) 'Programs' include all commercial announcements (whether known as 'spot announcement,' 'station-break announcement,' or other commercial credits) interspersed between such program and the program preceding or following such program."

ASCAP also requests that Section VII of the judgment be modified so that prohibitions against basing commercial license fees on income received from programs which include no ASCAP compositions, and against setting sustaining fees which do not vary in proportion to the use made of ASCAP music, will not apply where the "radio or television broadcaster shall have accepted a license from Broadcast Music Inc. or any other organization licensing the right of public performance if such organization is or shall be owned or controlled by broadcasters or telecasters."

Harbach Affidavit

The petition further requests that the requirement to issue per program licenses should be altered so as not to apply to licensees of BMI or other organizations owned or controlled by broadcasters.

Accompanying the application for modifying the terms of the judgment is an affidavit signed by Otto A. Harbach, president of ASCAP, which traces the history of ASCAP's broadcast licenses.

"Prior to 1941," Mr. Harbach states, "all licenses issued by the society to broadcasters were so-called 'blanket' licenses. Under a 'blanket' license the user is entitled to perform any composition in the Society's catalog for a fee expressed in terms of a percentage of their total receipts from the sale or use of broadcasting facilities, after certain agreed deductions."

Mr. Harbach notes that "some broadcasters had expressed a desire to change the basis of payment to one where a user might perform any composition in the Society's repertory for a fee that would be a percentage calculated only on receipts from those particular programs that actually used music in the Society's catalog, as distinguished from paying on an over-all or blanket basis."

Such a per-program license provision was incorporated in the consent decree of March 4, 1941, which climaxed a government anti-trust suit against ASCAP. The Society had withdrawn its music from the air in an attempt to force the broadcasters to meet demands that they considered so out of line that they formed an industry-owned music rights organization, BMI, to protect themselves against such abuse of monopolistic power. (This provision is now Section VII of the amended final judgment of March 14, 1950).

"In effect," Mr. Harbach states, "Section VII requires the Society to offer 'per-program' licenses to radio and television broadcasters."

Averring that ASCAP "has no objection to such a formula when fairly used for the purpose for which it was originally designed," he alleges that the television broadcasters who are asking the court to set a fair fee for the use of ASCAP music are actually concerned only with per-program licenses. The blanket license terms had been incidentally agreed upon between the Society and all units in the television broadcasting industry.

Charges Unfairness

The real reason for the TV broadcasters' insistence on per program licenses from ASCAP, Mr. Harbach charges, is that they "are seeking to use the provisions of the amended final judgment in their present form to give an unfair competitive advantage to BMI, a corporation solely affiliated with them, and to permit that corporation to continue and in fact to augment its present unfair competitive advantage to the prejudice of the individual composers, authors and publishers who do not throw in their lot with BMI. Each of the petitioners [TV station operators] on information and belief, holds a 'blanket' license from BMI. It is significant that the petitioners in their dealings with BMI do not insist on obtaining 'per-program' licenses."

ASCAP members are "handi-

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COMR. HENNOCK

Judgeship Opposed Anew

A THIRD bar group has expressed opposition to the nomination of FCC Comr. Frieda B. Hennock to be a federal judge in New York, in a formal statement to the Senate Judiciary Committee, which must approve the nomination for Senate confirmation.

The stand of the New York County Lawyers Assn. was announced last Monday by Jerome S. Hess, acting chairman of the bar group's judiciary committee. He said the committee, acting on a "comprehensive subcommittee report, has found that Miss Hennock —from the standpoint of character, learning, professional experience and ability—wholly lacks the qualification requisite for appointment."

Other law groups which oppose the nomination made two months ago [BROADCASTING • TELECASTING, June 18], are American Bar Assn. and New York City Bar Assn.

Holding up subcommittee hearings on Comr. Hennock's nomination is the near-completed FBI investigation, as is customary, into her qualifications as an appointee. [CLOSED CIRCUIT, July 30].

Report that the President had offered Comr. Hennock's post to Eugene H. Merrill, director of the Materials Div., Defense Production Administration, brought a denial from Mr. Merrill. "I know nothing about it," he said.

PRICE FORMULA

Advertising, Selling Cost Can Be Applied

A FORMULA designed to enable manufacturers to apply costs for advertising, selling, administration and other purposes to prices of their manufactured products was written into the Defense Production Act signed by the President last week.

The action allayed industry fears that advertising budgets would be pared in many instances because of early price ceilings imposed by OPS. Critics of a previous OPS government regulation (CPR 22) including James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp., had charged that it posed a serious threat to all media [BROADCASTING • TELECASTING, June 11, May 28].

The new formula, sponsored by Sen. Homer Capehart (R-Ind.), permits increases (or rollbacks) on manufactured products after all costs are added to the base period—the highest price between Jan. 1, 1950 and June 24, 1950.

In effect, this means that manufacturers now can add (or subtract) costs from June 24 to July 26, 1951, the cutoff date. OPS would establish a ceiling taking into consideration the highest price, plus or minus costs computed for the later period.

Costs were described in the control act as those including "materials, indirect and direct labor, factories, selling, advertising, office and other production, distribution, transportation and administration" except those costs which the President may deem to be "unreasonable and excessive."

Mr. Shouse had told the American Marketing Assn. that no provision was made for inclusion of cost increases in admininstration, sales, advertising or research. Regulation CPR was described by Mr. Shouse actually as "profit control . . . aimed at minimizing the very profits which supply the tax base for all of our defense effort financing. . . ."

The new provision was regarded as signifying that further wage increases and cost of advertising, research and sales can now be absorbed without recourse to expenditures in the non-allowable items. Cost of materials and factory supervision, as well as maintenance, were included previously within the provision of CPR 22, based on a formula of pre-Korea prices.

A manufacturer now may be able to increase his base period price by computing costs for personnel involved in advertising, sales merchandising, marketing and market research.

The new provisions are spelled out in a newly-added Sec. 402 (d) (3). OPS had indicated earlier that CPR 22 was only an "interim" measure and gave assurance that no regulations would be issued which would "in any way restrict the use of advertising." The section thus supplies the formula on which the agency will base its future ceilings.

CBS TOP-LEVEL

Divisions Take Shape

A NEW LIST of officers of CBS—the overall organization—was released last week in the wake of the reorganization of the company into six autonomous units [BROADCASTING • TELECASTING, July 16], along with organization charts for the Radio and Television Divisions and additional appointments and announcements dealing with the makeups of several of the operating units.

Officers of CBS Inc. are as follows:

Board Chairman — William S. Paley.

President—Frank Stanton.

Executive vice president—Joseph H. Ream.

Vice presidents—Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, James B. Conkling, Earl H. Gammons, William C. Gittinger, Lawrence W. Lowman, Adrian Murphy, Howard S. Meighan, Daniel T. O'Shea, and J. L. Van Volkenburg.

Secretary—Julius F. Brauner.

Treasurer—Samuel R. Dean.

General auditor—Arthur S. Padgett.

Controller—Edward L. Saxe.

Assistant secretary—Edgar Batchelder.

Assistant treasurer—William J. Flynn.

Assistant secretary—Kenneth L. Yourd.

Key executives of the CBS Radio Division under President Howard S. Meighan, and of the CBS Television Division, under President J. L. Van Volkenburg, are shown on the accompanying charts.

In the CBS Labs Division, President Adrian Murphy announced this unit has been organized into two departments. These are the Engineering Research & Development Dept., under the direction of Labs Vice President Peter C. Goldmark, and the Licensing & Contracts Dept., which will be headed by Richard Mahler as director.

Mahler to Negotiate

Dr. Goldmark, under whose direction the CBS color television system and the long-playing record were developed, was CBS vice president in charge of engineering research and development before the Labs Division was established. Mr. Mahler has been CBS industrial consultant for the past year. His department will negotiate and administer licenses with manufacturers under CBS patents; negotiate and administer contracts for engineering development with outside agencies, such as the government and universities, and act as liaison on engineering and license matters with manufacturers and other agencies.

At CBS-Columbia Inc., CBS set-manufacturing subsidiary, President D. H. Cogan announced board members and officers as follows:

Board of directors—Bruce A. Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, and Ralph Colin.

Officers—Mr. Cogan, president; Bruce A. Coffin, executive vice president; J. A. Stobbe, vice president in charge of operations; L. M. Kay, vice president in charge of engineering; M. A. Gardner, vice president in charge of purchases; Allan Strauss, vice president in charge of export; John Ward, controller, assistant secretary and assistant treasurer; and Sam Dean, treasurer and secretary.

In the CBS Television Division, appointment of Merritt Coleman as director of business affairs was announced by I. S. Becker, division vice president in charge of business affairs. With CBS since February 1942, Mr. Coleman has served successively as a member of the Program Operations Dept., member of the Technical Operations Dept., director of operations for television, and, since 1949, as a member of the Business Affairs Dept.

Promotion Directors

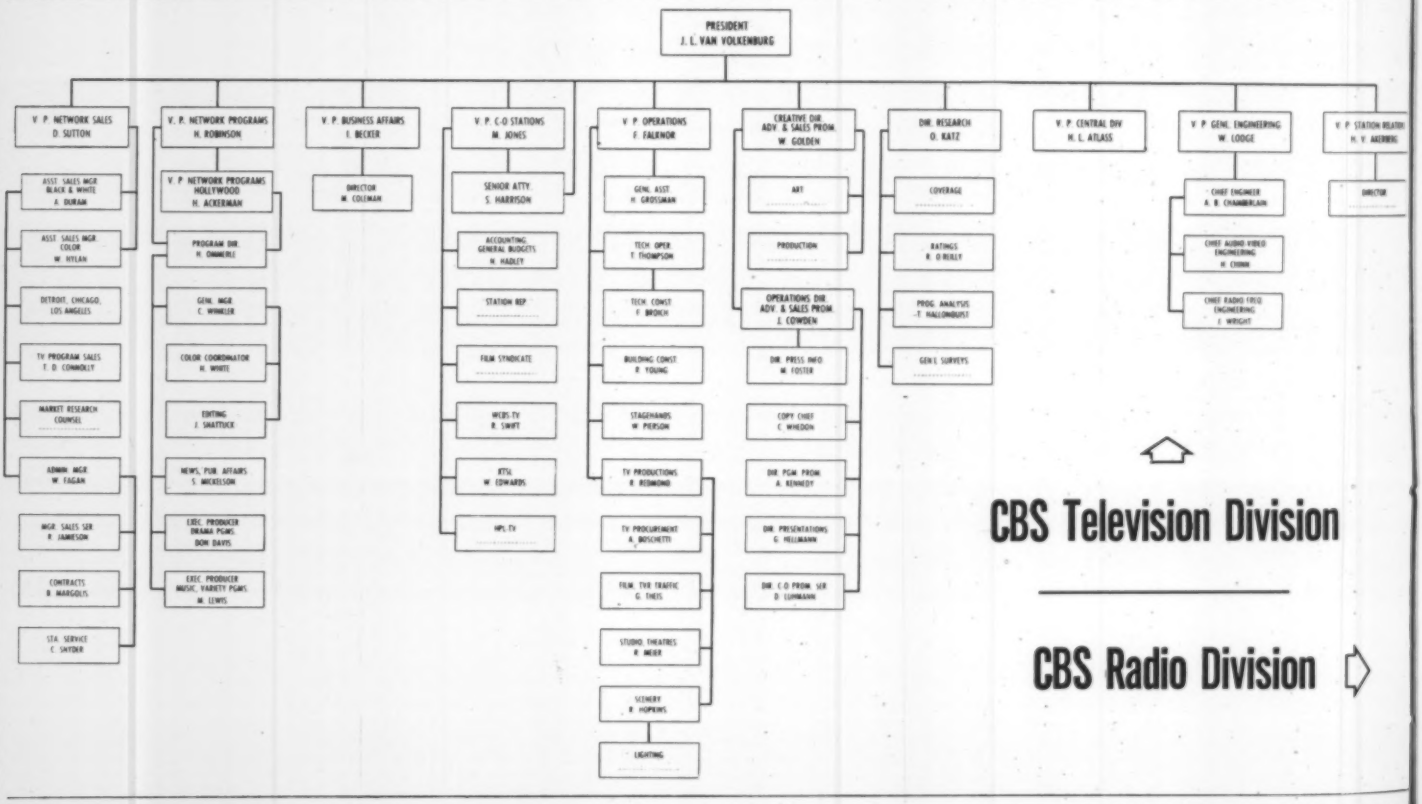
Also in CBS television, selections of Alex Kennedy as director of program promotion of the television network and of David Luhmann as director of promotion for CBS-owned television stations were announced by William Golden, creative director of advertising and sales promotion for the division. Mr. Kennedy joined CBS in 1948 as promotion copy-writer, and Mr. Luhmann in 1949 as copy-write for CBS-owned stations.

In the CBS Radio Division, Ad ministrative Vice President Lou Hausman announced appointmen of George Bristol, who has bee director of sales presentations fo CBS radio and television, as Radi Division director of sales promo tion and advertising. Mr. Brist has been with CBS since 1946.

The appointment of James Si mons as manager of CBS Radi Network Operations also was an nounced. This division will func tion for CBS Radio except for th announcing staff, which will serv both CBS Radio and CBS Televi sion. Mr. Sirmons joined CBS i 1942 as a supervisor in the Pro gram Production Dept., two year later being made a supervisor i CBS Network Operations.

USAF Names Hodgson

RICHARD HODGSON, president Chromatic Television Labs, and d rector of TV development for Para mount Pictures Corp., has bee named a consultant to Gen. Hoyt S Vandenberg, Chief of Staff, U. S Air Forces, on research and devel opment. He will work with Lt. Gen James H. Doolittle, special assist ant to the chief of staff, and Dr Louis N. Ridenour, chief scientis for the Air Forces. During Worl War II, Mr. Hodgson was with th Radiation Laboratory at Massachu setts Institute of Technology and acted as technical adviser to Gen Vandenberg on radar operations by the Ninth Air Force.



N.Y. ISSUES ALERT PLAN

May Be National Pattern

REGULATIONS requiring New York State AM stations to reduce power to about 250 w in event of proclaimed imminence of enemy attack, and compelling TV and FM stations to go off the air completely in such cases, were issued last week by the state's Civil Defense Commission.

The rules, prepared under the authority of the New York State Defense Emergency Act of 1951, were announced Thursday by Col. Lawrence Wilkinson, chairman and director of the commission.

They may be used as a pattern for other sections of the country or perhaps for the federal government's CD radio-TV plan. New York officials pointed out that they were drawn up in the absence of such guidance on a national basis after "leaders of the radio industry . . . expressed anxiety because of the lack of a concrete emergency procedure."

Joint Development

The announcement said they were "developed jointly by the commission and the members of the up-state and down-state CD committees, representing 139 radio and 12 television stations in New York State," with the "approval and cooperation of leaders of the radio industry." It was emphasized they may be amended at any future time to achieve conformity with any specific federal regulations which may be issued by FCC or the Defense Dept.

In Washington, FCC engineering authorities disclaimed previous knowledge of the plan's specifics. They felt that it is a "step in the right direction" but a "second-order step" which may not resolve many of the problems incurred in enemy homing tactics involving high-power transmitters.

Similar plans have been suggested by state civil defense groups, they explained. In any event, they added, information revealed in the New York plan will be de-restricted on the federal level, especially as pertains to the role of FM and TV stations. Silencing of certain FM and TV operations had been a restricted provision under FCC's broadcast operational plan.

Generally, FCC officials limited their official reaction to the comment that the regulation would not "conflict" with FCC's critique for broadcasters.

Officials of the Federal Civil Defense Administration were momentarily unable to say whether the plan had received prior FCDA approval. They said, however, that customarily state blueprints for communications networks are submitted to FCDA for approval.

Officials pointed out, however, that in view of a close working agreement among FCC, FCDA and the Defense Dept., the new regulation eventually would conform to FCC Rules & Regulations, as indicated by the New York State Civil Defense Commission. It was noted that FCC holds jurisdiction over commercial broadcast stations and other services, including amateur radio operation.

FCC jurisdiction takes precedence over laws passed by a number of state legislatures with re-

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PRATT NAMED

HST Telecommunications Adviser

IMPLEMENTING the recommendations of his Temporary Communications Policy Board, President Truman last week named Haraden Pratt, 60-year old vice president of American Cable & Radio Corp., as top-level telecommunications adviser, vesting him with the responsibility of formulating national policy on national and international frequency allocations.

Mr. Pratt's appointment was regarded as a harbinger of hope in industry quarters, looking toward the restoration of precious spectrum space to radio-TV broadcasters and other non-government users.

Selection of Mr. Pratt was adjudged to be the forerunner of possibly a new era—one in which the President would delegate authority vested in him to a key White House adviser and one in which more prudent deliberations would be forthcoming as to allocation of frequencies between government and civilian applicants.

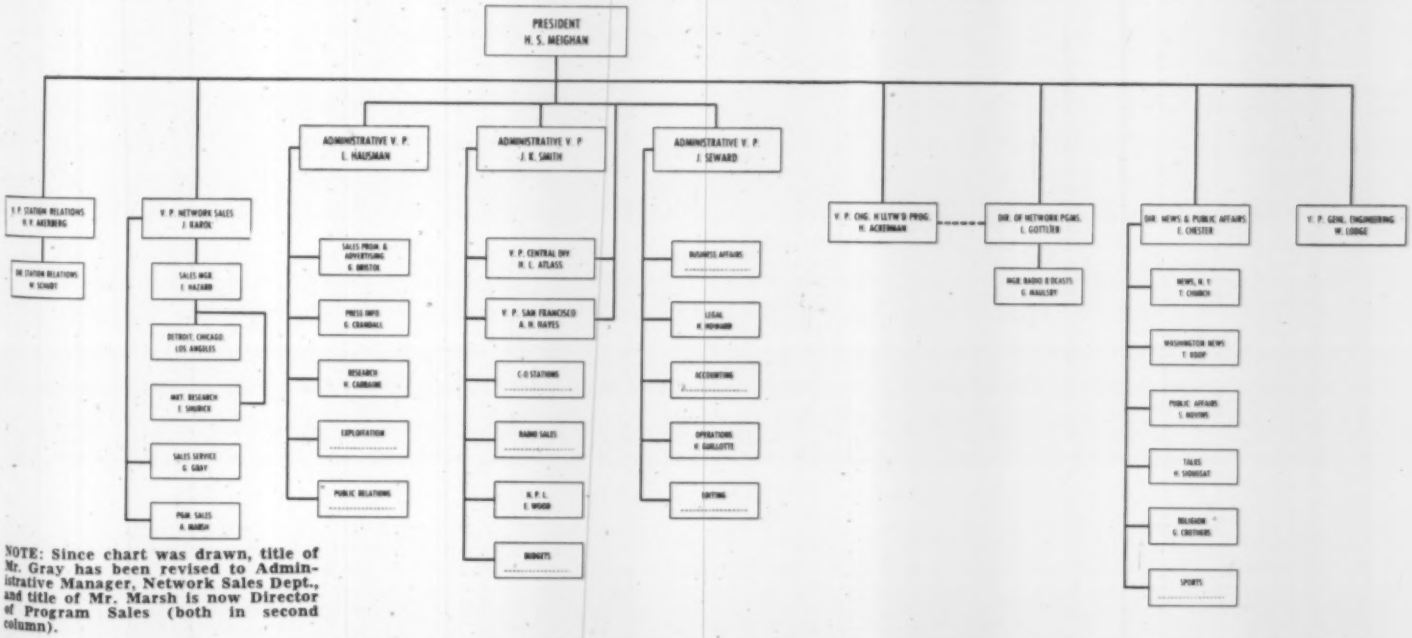
The announcement of a telecommunications adviser to the Chief Executive is without precedent in the history of the nation. In effect, it would vest responsibility in Mr. Pratt heretofore relegated to lower stratas of the White House and allegedly dominated by the chief spectrum spokesman for government, the Interdepartment Radio Advisory Committee.

Mr. PRATT

Although White House spokesmen denied that the ACRC executive would be cloaked with powers similar to those enjoyed by Presidential Assistant John Steelman, it appeared that, as sole adviser, Mr. Pratt will firm up suggestions on telecommunications matters tantamount to executive approval.

Broadly speaking, the new telecommunications adviser will devote his duties to three working levels: (1) allocation of frequencies among government agencies, and as between government (principally the military) and private users; (2) international agreements on frequencies in which the U. S. participates from time to time; and (3) practical application of wartime responsibilities inherited by the Chief Executive under provisions

(Continued on page 34)



NOTE: Since chart was drawn, title of Mr. Gray has been revised to Administrative Manager, Network Sales Dept., and title of Mr. Marsh is now Director of Program Sales (both in second column).

CBS SETS $8 MILLION

For Promotion

PLANS for an $8 million fall radio campaign, described as the largest investment of its kind in history, were outlined by CBS Radio Division officials last week to representatives of 110 stations attending the radio network's two-day fall program promotion clinic in New York.

Advertiser and agency representatives also were informed of the plans and appeared much impressed, authorities reported.

"We feel the swing is back to radio," one CBS Radio official declared confidently.

Louis Hausman, administrative vice president of the CBS Radio Division, said the $8 million expenditure will include $7 million in network and local radio and $1 million in newspaper and magazine advertising. The total, he estimated, is approximately 30% more than any previous expenditure for a similar campaign.

To Add 'Exploitation' Experts

Linked with its overall advertising and promotion campaign—designed to maintain and increase what its officials describe as CBS Radio leadership in programming, in average audience, and in cost-per-thousand values—is an increased awareness of "making news about radio." One manifestation of this involves plans to add "exploitation" experts to the radio network's press relations staff.

"We have come to the determination that we must make news (about radio) for page 3 or 4 as well as for the radio pages of newspapers," as one official described it.

An estimated $500,000 magazine campaign is set to break in October, with seven four-color ads slated for *Look* and *Colliers*. Theme of this series is the concept of the public as the "royal family" and radio as the royal jester supplying news, entertainment and information. Seven internationally noted artists are supplying their versions of radio's offerings, using this theme. The ads will present these pictures, with sample CBS Radio network schedules alongside to demonstrate the diversity of radio fare.

* * *

Dr. Stanton (l) listens attentively as Mr. Meighan addresses the CBS Radio promotion clinic.

Discussing program presentation material at the CBS Radio promotion clinic are (l to r) L. Waters Milbourne, president and manager of WCAO Baltimore; Mr. Hausman, and Robert M. Richmond, assistant manager of WCAO.

* * *

The purpose, it was explained, is to renew the public's consciousness that only radio, with some 3,000 stations operating 12 to 24 hours a day, provides such a volume and variety of news, information, music, drama, etc.

Special on-the-air promotion will be keyed to the return of fall shows, beginning in September, and will be handled on a continuing basis. Promotion kits covering approximately 80 programs have been prepared for stations and clients, and will be supplemented as new shows are added.

From the program standpoint, officials said, CBS Radio plans to retain its major shows "and exploit them to the hilt," while developing new ones.

The reorganization of CBS, resulting in the creation of a separate Radio Division, was discussed by CBS President Frank Stanton, who welcomed the station group to the clinic, held Monday and Tuesday.

Howard S. Meighan, president of the Radio Division, also voiced optimism in outlining the division's promotion plans for the year.

He noted that the new station break identification—"This is the CBS Radio Network," which has replaced "This Is CBS, the Columbia Broadcasting System"—has resulted in the word "radio" being heard an additional 1.3 billion times a week. This figure represents the number of cue announcements times average CBS Radio network listening audiences. The new identification was adopted July 26.

Officials pointed out that attendance at the clinic broke all previous records. A similar showing of campaign plans is slated for today (Monday) at KCBS San Francisco for representatives of 25 CBS West Coast stations.

Those Who Spoke

Speakers at the New York meetings, in addition to Messrs. Stanton, Meighan, and Hausman, included George Bristol, director of the Radio Division's sales promotion and advertising; Charles Monroe, head of the program writing division; Charles Oppenheim, director of Radio Division's program and trade promotion; Lester Gottlieb, director of programs for the Radio Division; Edward Shurick, the division's market research counsel, network sales; Eldon Hazard, the division's sales manager, and Roland Welch, director of merchandising, McCann-Erickson.

Participants in a panel discussion were Bob Covington, WBT Charlotte; Hendrick Soule, WFBL Syracuse; Bob Pryor, WCAU Philadelphia, and Don Shoemaker, KFAB Omaha.

ABC-UPT OPPOSITION

Objections Filed

OPPOSITIONS to merger of ABC and United Paramount Theatres Inc. are beginning to come into the FCC. Commissioners discussed the proposed consolidation at an Aug. 1 session, but came to no decision as to issues or hearing date.

Unofficially, it is understood that the FCC staff has told Commissioners it would take at least 30 days for it to prepare for hearing. That would obviate, it is believed, any chance of an FCC decision on the matter by Oct. 1—the date requested by applicants.

First formal objection to the proposed merger was filed with FCC last week by Fanchon & Marco Inc., theatre owners and booking agents. Company recently filed a TV application for St. Louis.

In addition, it was learned last week that Rep. Emanuel Celler (D-N. Y.) had written FCC Chairman Wayne Coy July 9 vigorously objecting to the proposed combination.

And, Zenith Radio Corp., Chicago radio-TV manufacturer, last week injected the question of its rights to Chicago's Channel 2 in a request to FCC for ruling on the matter (see separate story). Zenith is an applicant for Channel 2 in that city.

Already in the growing file are objections from long-time network foe Gordon P. Brown, WSAY Rochester, N. Y. [BROADCASTING • TELECASTING, July 30] and from Ed. Wimmer, vice president of the National Federation of Independent Business.

Interest also has been evinced, through requests for information on issues and hearing date, by Abram Myers, chairman and general counsel of the Allied States Assn. of Motion Picture Exhibitors, an organization of 19 regional groups of independent theatre owners; Herbert Moute Levy, staff counsel, American Civil Liberties Union; Jerome Y. Sturm, National Assn. of Broadcast Engineers & Technicians (CIO).

Says Theatres Would Suffer

Fanchon & Marco claims the merger of ABC and UPT "will naturally and inevitably result, especially in the light of the past history of United Paramount Theatres, in the exclusion from the radio and TV service furnished by the combination of all theatres except those of the combination wherever it shall have theatres, and in the transfer to radio and TV of unlawful and unfair methods of competition, discriminations, restraints and exclusions like those heretofore habitually practiced in the motion picture business by United Paramount and its predecessors and associates, and the practice thereof against the theatres of the petitioners."

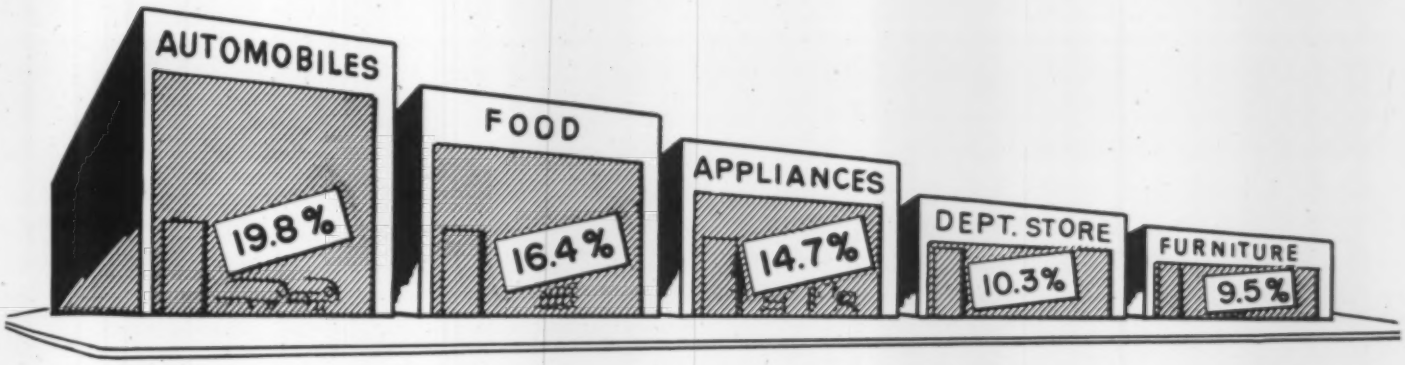
Fanchon & Marco is half-owner, with United Paramount, of the first-run Paramount Hollywood Theatre in the movie capital, also is the sole owner of a string of St. Louis first-run and neighborhood movie houses. It also owns theatres in Long Beach, Calif., and Granite City, Ill.

Petition to intervene alleges it operates the Paramount Hollywood Theatre and has to use Paramount pictures, paying "excessive and discriminatory rentals" for them.

In a pending suit in the U. S. District Court in New York, Fanchon & Marco is trying to collect treble damages from Paramount Pictures Inc. for alleged violation of the anti-trust laws. It claims Paramount and UPT have tried to force it out of the motion picture business through such devices as cancelling pictures, eviction no-

(Continued on page 40)

WHO BUYS LOCAL RADIO?



AUTOMOBILE and automobile accessory dealers are buying more local time on radio stations than any other product group, according to a TRENDS survey just completed by BROADCASTING • TELECASTING.

Other classifications, in order, which compose the "Big Five" for local revenue, are: Food & Food Products, Appliances, Department Stores and Furniture.

Findings are based on a scientifically prepared cross section survey of radio stations and represent a unit in this publication's continuing study of the medium.

The importance of local revenue to broadcasters is emphasized by the fact that all classes of stations in both radio and TV markets have shown increases in local sponsorships this year over the same period a year ago. Analysis indicates that 82% of stations in non-television markets have shown such an increase, while 63% of stations in TV markets have more local business this May than they had in May 1950 [BROADCASTING • TELECASTING, July 23].

Local spot sales showed the biggest increase of all time segments for the period—up 69.7% on all stations for an average increase of 14.1% on all stations in all types of markets [BROADCASTING • TELECASTING, July 30].

While figures are not available on the dollar value of the local business received from the five leading product groups, 19.8% of all stations in all types of markets gave Automobile & Auto Accessories first place, 16.4% Food & Food Products, 14.7% Appliances, 10.3% Department Stores and 9.5% Furniture.

Percentage of votes for second and third place is shown in Table I.

The surprisingly strong vote for Furniture is indicated by the second and third place percentages. A number of stations indicated that some revenue classified under the Appliance product group, came from furniture stores and others indicated that Department Store advertising often featured furniture.

Other product classifications in the top 10 as local revenue producers are: Dry Goods & Clothing, Beer & Soft Drinks, Banks, Agricultural Equipment & Supplies, and Religious Programs.

Leading National Spot Users

Best source of national spot revenue for the average station is the Soaps, Cleansers & Polishes classification. Food & Food Products is next in line with Drugs & Remedies, Beer, Wine & Liquor and Automobile & Auto Accessories following in that order.

The survey showed 33.7% of all stations giving first place to Soaps, Cleansers & Polishes; 25% to Food & Food Products; 16.3% to Beer, Wine & Liquor; 16.3% to Drugs & Remedies, and 7.7% to Automobile & Auto Accessories. Percentages indicate more unanimity of opinion on national than local business with fewer categories contending for the top revenue bracket. Percentages of votes for second and third places are shown in Table II.

Other classifications mentioned by some stations as contenders for top national spot revenue producers included: Tobacco, Religious Programs, Soft Drinks and Appliances.

While this mid-year TRENDS survey bore out in general the findings of the much more exhaustive analysis of top revenue producers conducted the first of the year, there were some changes.

Most notable was the leadership in national spot of the Soaps classification in the recent study as compared to the first place held by Food & Food Products earlier. The Food classification represented 16.5% of total revenue for 1950 with a dollar value of $19,849,841. In 1949 the national spot radio revenue from Foods was $23,632,000 or 21.1% of the total.

These figures seem to indicate a continuing decrease in the national spot revenue from the Foods classification.

On the other hand the national spot revenue from Soaps seems to be on the increase. Total spot radio revenue from this classification in 1949 was 8.5% of the national totals for all spot radio, or $9,520,000. In 1950 this revenue increased to $10,956,125, representing 9.1% of total business in national spot.

The current mid-year TRENDS, while it does not indicate the total money received from the Soaps classification, does show the increasing importance in which it is being held by the average radio station manager.

Other Comparisons

Comparative revenue figures for 1949 and 1950 on the remaining three classifications which ranked among the first five in the current survey follow: Drugs & Remedies: 1949—$12,096,000 or 10.8% of the total; 1950—$11,557,052 or 9.6% of the total. Beer, Wine & Liquor: 1949—$3,696,000 or 3.3% of the total; 1950—$6,013,901 or 5.1% of the total. Automobile & Auto Accessories: 1949—$7,392,000 or 6.6%; 1950—$8,292,789 or 6.9%.

National spot radio for May 1951 as compared with May 1950 gives a brighter picture than has been predicted in many quarters. Television market stations in two out of three cases reported they maintained or increased national spot business. In non-TV markets 9 out of 10 stations increased national spot or held it on the same level [BROADCASTING • TELECASTING, July 23].

TABLE I

Product Classifications which produced most local revenue for all types of radio stations in all types of markets.

	1st Place	2d Place	3rd Place
Automobile & Auto Accessories	19.8%	12.3%	16.8%
Food & Food Products	16.4%	11.4%	12.9%
Appliances	14.7%	13.1%	5.0%
Department Stores	10.3%	14.9%	5.0%
Furniture	9.5%	6.1%	13.9%

TABLE II

Product Classifications which produced most national spot revenue for all types of radio stations in all types of markets.

	1st Place	2d Place	3rd Place
Soaps, Cleansers & Polishes	33.7%	15.8%	10.9%
Food & Food Products	25.0%	23.2%	19.6%
Drugs & Remedies	16.3%	23.2%	15.2%
Beer, Wines & Liquors	16.3%	12.6%	13.0%
Automobile & Auto Accessories	7.7%	13.7%	18.5%

LEISURE TIME

Radio-TV Are No. 1—Roper

RADIO LISTENING and video viewing make up the number one leisure time activity of some 62 million Americans, "who more often than not after the evening meal will settle down to an evening's entertainment over the air waves," Elmo Roper reported July 29 in his weekly *Where the People Stand* broadcast on CBS.

Recounting "the way people in a nationwide survey told us they usually spend their leisure time," Mr. Roper said that one million say they had no free time. "These are the harried souls amongst us," those with small children or invalids to look after, those who don't organize their work well enough to ever get it done and "a very few [who] are too important to have any free time."

Five Million Sleep

Three million persons report spending their off-hours participating in some paid form of amusement—"the Bingo players, dance hall patrons, those who drink beer, go rollerskating and the likes." Four million watch movies or go to sports events and other pay-for-admission spectacles. And another five million just "lie down and go to sleep" when they get a spare hour or two.

Some six million women devote much of their leisure time to handiwork — knitting, crocheting and sewing. And seven million "handy-types around the house" spend their off-hours on odd jobs at home. Self-created free entertainment—playing cards, fishing, swimming or visiting with friends—accounts for the leisure hours of 14 million more people.

The "oldest-fashioned of all" leisure time activity claims the third largest group—about 15 million people "who as often as not will just sit around with the family and talk." More than twice that number, roughly 32 million, say they can usually be found reading —newspapers, magazines, books— "after the supper dishes are washed."

Top of the list, however, is reserved for a group almost as large as all the rest put together—62 million people "who regularly listen to the radio or look at their television set."

"The range of what people will listen to or see on radio and television covers as wide if not wider range than what people might read," Mr. Roper commented. "Drama, comedy, music, sports, news and special events. The highbrow to the lowbrow, the deeply stirring to the frivolous, the fascinating to the boring, all according to their own tastes. Somehow, either because it is relatively effortless for us to sit and listen or view, or because the breadth and range of radio and television is so wide, or for whatever other reason, we are indeed a nation of listeners and watchers in our leisure time."

He continued:

During the past few years, the pattern of this radio and television viewing has undergone considerable change. The number of people who are most likely to be watching a program on television has continued to rise, with some drop among the number of radio listeners. However, there are still many more regular radio listeners than there are television viewers.

As a matter of fact, these studies of people's leisure time activities reveal that it is likely both television and radio will continue to absorb the major share of our free time and are not entirely in competition with each other. Radio appeals to those who want to hear music, news, and discussion programs, while television takes more to drama and eye-catching presentations, although here again, there is and will continue to be a certain amount of overlapping.

Another interesting and revealing fact is that only a small part of our recreational endeavors are things of our own creation. The vast majority of 78% of us regularly seek ready-made forms of spare-time occupation. Chief among these, of course, are radio and television, but this is equally true of books, newspapers, and magazines, movies, and sports events. While we select those forms of ready-made recreation which most suit our tastes, we definitely prefer them to our own creations.

How significant this trend is, and what it reveals about our civilization is hard to say. On the one hand, some would say that we are becoming a nation of watchers and not a people of doers. These people would say that we are losing our creative sense, if indeed we ever had one in our spare-time life.

On the other hand, defenders of what might be called the observer way of life say that we are absorbing more knowledge, more information, more understanding of ourselves and the life around us. We are brought into contact with a world most of us otherwise would never know about if it weren't for reading, listening, and viewing facilities.

SMILING brightly over his new badge is Jim Borman (r), director of news and public affairs at WCCO Minneapolis, as Minneapolis Fire Chief Reynolds C. Malmquist appoints Mr. Borman and the WCCO news staff honorary members of the Fire Dept.

VOD TALKS

Local Contests Set For Aug. 15 Start

PLANS for the fifth annual Voice of Democracy contest, including selection of the panel of judges who will name four winners from the nation's high school youth, will be initiated today by NARTB, in conjunction with Radio-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

Headlining this year's panel will be FCC Chairman Wayne Coy, aided and abetted by at least two U. S. Senators, with the Hon. Tom C. Clark, Supreme Court Justice, again serving as honorary national chairman.

The contest gets underway officially at the community level Aug. 15 with meetings of broadcasters, local committees, local CofC officials, educators and radio-TV dealers throughout the nation. Local plans will be announced publicly at this time.

NARTB will distribute five-minute transcriptions to the nation's broadcasters on Oct. 1, to be played on stations during the week Oct. 28-Nov. 3—National Radio and Television Week. Members of the three sponsoring groups will select local winners for state eliminations. A national screening committee, facing up to the job of selecting 12 finalists, will receive entries the last of November.

The national judging panel will pick the four finalists, who will be taken to Washington, D. C., Feb. 17-23 for a celebrated tour to see their government in action.

Other members of the national panel, aside from Chairman Coy, are:

Sens. J. W. Fulbright (D-Ark.) and Margaret Chase Smith (R-Me.); Seymour N. Siegel, president of the National Assn. of Educational Broadcasters; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Philip Murray, president of the CIO; Miss Jan Geister, winner of the 1947 VOD contest; the Right Rev. Angus Dun, Bishop, Episcopal Diocese of Washington; Mrs. Hiram Cole, president, General Federation of Women's Clubs; Joseph B. Chaplin, president, National Assn. of Secondary School Principals.

The competition will involve high school students in the 10th, 11th and 12th grades, who will be asked to write and voice five-minute scripts on the subject: "I Speak for Democracy." Contest manuals have been distributed by NARTB, RTMA and the U. S. Junior Chamber of Commerce under the imprimatur of the national Voice of Democracy Committee.

Comprising the committee are: Robert K. Richards and Oscar Elder, NARTB; James Secrest and W. B. McGill, RTMA; Max E. Tyler and Robert D. Ladd, U. S. Junior Chamber of Commerce; Dr. Kerry Smith, U. S. Office of Education.

The contest manual contains testimonials and details of the competition, together with rules. Four national winners will be announced Feb. 1, 1952.

LEONARD KAMINS

Dies of Heart Attack

LEONARD A. KAMINS, 39, sales manager of WXYZ-TV Detroit, died of a heart attack last Thursday while attending an executive conference at WXYZ offices. He had been sales manager of the ABC-owned television outlet since its inception in 1948.

Mr. Kamins formerly had been an account executive with Brooke, Smith, French & Dorrance, Detroit, and prior to that he was with a number of eastern stations. He was graduated from the U. of Michigan in 1933.

He is survived by his wife, Lenore, and two daughters, Lynne and Jill.

RECRUITING

Radio-TV Get $735,000

ADVERTISING budget of the Army and Air Force recruiting service for radio and television for 1952 totals $735,000—the top slice —it was disclosed last week with release of testimony of military officials before a House subcommittee on the Defense Dept. appropriations bill. This is 35% of the total budget, it was indicated.

Highest advertising identification was scored by radio and TV in a survey of soldiers.

Maj. Gen. T. J. Hanley, Office of the Adjutant General, Chief, Military Personnel Procurement Service, who testified before the House group, stated the Defense Dept. sought $10 million for its recruiting service, of which a total $3.1 million is slated for advertising. In addition to the radio-TV budget, $525,000 (25%) would be spent in in newspapers and supplements, national magazines, $420,000 (20%) and $84,000 for films.

Gen. Hanley indicated an Army and Air Force personnel survey disclosed high identification of radio and television advertising over that of competing media.

The survey, conducted by the Attitude Research Branch of the Armed Forces Information and Education Division, showed 74% of the Army personnel interviewed said they recalled recruiting announcements on radio or TV, he told the subcommittee. The survey said 53% recalled the advertising in magazines, 46% in newspapers and 65% in either newspapers or magazines.

Of Air Force personnel surveyed, Gen. Hanley stated, 76% said they recalled recruiting announcements or programs on the air via radio or television while 64% recalled advertising in magazines, 52% newspapers and 76% either newspapers or magazines. Will C. Grant Inc., Chicago, is the agency.

MOBILIZATION SPURRED *New Controls Seen*

OMINOUS reports of Soviet troop movements, coupled with a temporary stalemate in Korean cease-fire negotiations, spurred defense mobilization officials to greater vigilance last week as the nation took an initial look at new economic controls.

The vast mobilization program began a fresh "alert" aspect amid top-level warnings that Soviet action in Europe would bring the United States into full-scale conflict with the USSR and thus broadcasters and manufacturers into a war-blown economy.

A policy of caution was laid down by Defense Secretary George Marshall, Army Secretary Frank Pace and President Truman. The Chief Executive "reluctantly" signed a new defense production bill which he claimed had weakened the anti-inflation program.

In view of indications that the nation was passing through the twilight zone of "gray" mobilization, these highlights emerged:

● Mr. Truman appointed Haraden Pratt, American Cable & Radio Corp. executive, as his telecommunications advisor with responsibility for formulating overall policy on government and civilian frequency allocations (see separate story).

● The National Security Resources Board acknowledged that it was dusting off plans for imposition of censorship—"within a matter of hours" if necessary.

President Dissatisfied

While the President indicated his dissatisfaction with the new controls measure, he served notice he would press for a tightening up of certain provisions, notably those dealing with the wage and price structure of the nation.

The Chief Executive did not single out relaxation of credit controls, but it is generally known that he looked with disfavor on Congressional action easing installment buying of radio-TV receivers, phonographs and other appliances.

The Federal Reserve Board formally amended Regulation W requiring a down payment of 15% (rather than 25%) on appliances and setting a maturity payment date of 18 months in place of the 15 months originally on the books and trade-ins can now be used against down payments.

Elsewhere, there were no indications that the government would implement war warnings with concrete action—at least for the present. The mood seemed to be: "Let's wait and see."

The National Production Authority announced the issuance of new permits for building construction involving radio-TV broadcasters. The government moved ahead with plans to allocate steel, copper and aluminum to consumer goods manufacturers during the fourth quarter. An additional 5% cut in TV set production, bringing the level 35% below pre-Korean marks, was ordered by Manly Fleischmann, Defense Production Administrator. All consumer goods now are under the Controlled Materials Plan.

At the same time DPA named Lewis Allen Weiss, director of NPA's Office of Civilian Requirements, to head up a subcommittee on civilian needs. Mr. Weiss, former board chairman of MBS and president of the Don Lee Broadcasting System, also was appointed to represent OCR on DPA's Requirements Committee. He also works with members of the government's Electronics Production Board.

Censorship Question

Meanwhile, NPA is continuing to grant bids from broadcasters for building construction or alteration in cases involving hardship or use of small quantities of material. Procedure is being modified, however, to bring construction requests under the government's controlled Materials Plan for direct allocation. In effect, this policy will assure successful applicants of adequate materials to commence construction or alterations, whereas previously they competed in the "open market."

The question of censorship arose during hearings before a House Appropriations subcommittee, which heard Jack Gorrie, acting chairman of the virtually moribund National Security Resources Board within the Executive Office of the President.

Plans could be effected "within a matter of hours" if war should come, Mr. Gorrie testified. "We are keeping in a state of readiness certain other plans, such as censorship of wartime communications, which are not required in the current emergency."

Mr. Gorrie, who replaced W. Stuart Symington as NSRB director, thus pinpointed NSRB's current "ghost" role as the censorship planner, even though it had lost its other mobilization activities to the Office of Defense Mobilization. Mr. Gorrie continued:

"On censorship, in the event we were attacked you have to have it in force in a matter of hours. The quicker the better, because it prevents the enemy from knowing the destruction he may cause . . .

"The person who maintains it keeps in touch with the military and sees that the personnel work is done. The military handles the bulk of it, but we have to know the current status in order to advise the President."

There have been recurring reports of a revival of an Office of Censorship and an Office of War Information. One man—Col. Gilbert C. Jacobus—has been handling censorship plans for NSRB in recent months, Mr. Gorrie added.

Elsewhere, FCC is continuing study of its operational broadcast alert plan, in conjunction with the Air Force, the Federal Civil Defense Administration and individual broadcasters who had signified willingness to participate.

FCDA is preparing a technical manual outlining the role of radio and other communications as a supplement to the Chief Executive's master plan. The agency currently is awaiting action by the FCC prescribing rules and regulations for amateur radio operators.

How set sales advertising and other media would be affected by the Commission's move to crack the long-standing TV freeze (see separate story) was still undetermined. Whether relaxation of Regulation W would serve to move bulging inventories also was conjectural, depending on future buyer action and abundant use of advertising media, as well as FCC progress on lifting the freeze.

Increase in durable-goods backlogs during June and July has averaged close to $1 billion, compared with an average of $3.5 billion for January-April.

It was generally conceded that these and other developments would hinge on the international situation, though the prospect for high employment seemed assured.

Meanwhile, NPA notified manufacturers using steel and iron they may vary their production among different items — radio receivers, TV sets and phonographs. NPA had advised Radio-Television Mfrs. Assn. earlier this year of the ruling, specifically affecting electronics firms. Manly Fleischmann, Defense Production Administrator, said all consumer goods would be placed under the Controlled Materials Plan. Manufacturers already have filed for fourth-quarter allotments on this basis.

With respect to slumping TV sales, Glen McDaniel, president of Radio-Television Mfrs. Assn., told the Electric League of Los Angeles July 29 that "the difference between television and other consumer durable goods is wholly ac-

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EXCISE TAX HARM *Cited By Hardy, Sprague*

A HIKE in excise taxes from 10% to 25% on radio-TV receivers at the manufacturing level would impose additional hardship on the industry, for both broadcasters and manufacturers.

This was the argument presented the Senate Finance Committee last Thursday by Ralph W. Hardy, NARTB's government relations director, and Robert C. Sprague, Radio-Television Mfrs. Assn.'s chairman of the board.

Also testifying was L. G. Horney, assistant to the general manager, Bendix Radio Div., Bendix Aviation Corp. Mort Farr of the National Appliance & Radio Dealers Assn., appeared Wednesday in opposition to any increase in excises on appliances and telesets.

The administration request had been knocked out of the revenue bill (HR 4473) as passed by the House, when the Ways & Means Committee voted to drop the proposal.

However, when the bill came to the Senate, Secretary of the Treasury John Snyder asked that Congress reconsider.

Mr. Hardy said broadcasters were concerned over increased sales resistance that had been brought on by the present tax. The radio excise tax of 10% is not a new levy; however, the 10% excise rate on telesets was imposed last fall.

When sales resistance is stiffened, Mr. Hardy reminded the committee, the condition reduces broadcasting's service potential. This service, he explained, is pointed up by nationwide surveys which show the public relies upon broadcasting as its major source of news and general information.

Sets Not Luxuries

Mr. Hardy said he was bringing up this fact because it is not uncommon to hear it said that radio and TV sets are luxuries, "and they belong in the class of goods properly marked for excise taxes." On the contrary, Mr. Hardy said, owners and prospective buyers of sets do not agree but base opinions "upon their own appraisal of the functional purpose of these modern instruments of communication."

He said it "is obviously inconsistent to exempt the facilities necessary for the gathering and dissemination of news and at the same time to tax the facilities indispensable for its reception by the public. The relationship between dissemination and reception is so close that a burden upon one is in fact a burden on the other."

Mr. Hardy posed the question of what would happen if the government placed a 25% excise tax on the subscription price of a newspaper.

Citing the effect of such a tax on set sales, Mr. Hardy said: "In the final analysis, all a broadcaster has to offer to those who use his facilities, be they sponsors, public servants, artists, or whatever, is AUDIENCE."

Mr. Sprague, in his testimony, also struck at industry sales problems, presenting figures of piled up inventories, particularly following the November federal tax increase on telesets. Number of employes engaged in making TV sets

(Continued on page 36)

PROGRAM PROBLEMS *Aired at BMI Clinic*

HOW to brighten up programming, to integrate a station into the community and at the same time increase revenue, was the triple theme of the BMI clinic last Tuesday in the Hollywood Roosevelt Hotel, Hollywood.

Co-sponsored by Southern California Broadcasters Assn. with James I. Cox, BMI West Coast field representative, as chairman, the all-day clinic was attended by 131 broadcasters.

The group was urged not to sell radio short, by Herbert Olsen, program director, KXIC Iowa City. Talking on local programming and how it pays off, he advised management to "spend a little money to make more money" in their programming.

"Analyze your schedules and find the weak spots," he suggested. "Then make a production of those weak spots. Make them intensely local."

Robert R. Tichner, vice-president and general manager, WNAX Yankton, S. D., backing up statements of Mr. Olsen, told broadcasters to be "continually hypersensitive to your programming." He said programming begins in the front office.

Means of developing station "personality" through programming was discussed by Ted Cott, general manager of NBC's WNBC-AM-FM and WNBT(TV) New York. He called for a fresh approach and the application of new ideas in building more listenable programs.

Dorothy Johnson, program director, KSON San Diego, told how, with very limited money to spend on programming, ingenuity and initiative can be substituted to build a successful station.

Pitfalls in copyright law as applied to music and programs were briefly touched upon by Robert J. Burton, vice president in charge of publisher relations of BMI.

Neill Speaks

D. Malcolm Neill, general manager, CFNB Fredericton, N. B., and president, Canadian Assn. of Broadcasters, explained how Radio Press Limited, cooperative news gathering service, operates in relation to news coverage.

Sports and special events got a brief going over by John Fulton, general manager WGST Atlanta.

Carl Haverlin, BMI president, as luncheon speaker, told of the serious music contest for high school and college students and children's book review projects being fostered by that organization. Projects were unanimously and enthusiastically approved by broadcasters attending the Hollywood clinic.

Glenn Dolberg, director, station relations, BMI, spoke on "Your Music Library." Day-long meeting was opened by Robert J. McAndrews, managing director, SCBA.

LAVERY SUIT

May Ask Less Damages

ONE MILLION dollar libel suit of Emmett Lavery, playwright and screen writer, against Mrs. Lela Rogers, ABC, Town Hall Inc. and five other defendants [BROADCASTING • TELECASTING, July 16], now being tried before a jury in Los Angeles Superior Court, may become an action for only $200,000 damages as the result of ruling last Tuesday by Judge Arnold Praeger.

Following six hours of argument in his chambers, Judge Praeger upheld objections of attorneys for the defendants to the playwright's demand for retraction of Mrs. Rogers' speech made during ABC's *Town Hall* program debate on Sept. 2, 1947.

Judge Praeger held that it was not proper to include the entire speech in the demand for retraction, but that there should have been specific notification of which words, phrases or sentences which destroyed Mr. Lavery's reputation and peace of mind as alleged.

Mr. Lavery claims Mrs. Rogers labelled him disloyal and a Communist Party liner and that his play "Gentleman From Athens" suffered a $200,000 loss because it was attacked during the debate.

Attorneys for both sides agreed that the effect of the ruling is to remove the entire first cause of action, the plea for general damages, amounting to some $800,000.

Ruling, it was pointed out, would restrict Mr. Lavery to sue only for special damages (approximately $200,000) for loss of income.

KSNI (FM) SALE

To Crosby Group Reported

SALE of KSNI (FM) Salinas, Calif., to Bing Crosby, Kenyon Brown and George Coleman, subject to FCC approval, was reported last week. It also was understood that the three planned to apply for a TV station in Salinas after acquiring the FM outlet. KSNI is the FM adjunct of KDON Santa Cruz, Calif.

Mr. Crosby has TV applications pending for Spokane, Tacoma and Yakima, Wash. Mr. Brown is president of KWFT Wichita Falls, Tex., and Mr. Coleman is a resident of Miami, Okla.

Loose Elected

NORMAN LOOSE, manager of KAVE Carlsbad, N. M., has been elected chairman of the New Mexico Associated Press Broadcasters. R. B. McCallister, KICA Clovis, and Ivan R. Head, KVSA Santa Fe, received tie votes for vice chairman, and Virgie Abeyta, KGGM Albuquerque, was named treasurer.

FORMER Louisiana Gov. James A. Noe (r), owner of WNOE New Orleans and KNOE Monroe, La., is awarded the George P. Blaise Memorial Trophy for landing a six-foot-six-inch, 124½-lb. tarpon at the Grand Isle Rodeo. More than 1,700 anglers competed. The governor also was awarded a new 1951 Plymouth sedan. Man making the presentation is unidentified.

KFBB HEARING

On Proposed Anaconda Sale

PROPOSED acquisition of KFBB Great Falls, Mont., by Anaconda Copper Mining., Butte, Mont., through a subsidiary firm [BROADCASTING • TELECASTING, Feb. 5], was designated for hearing by FCC last week. Inquiry was scheduled Sept. 24 at Great Falls.

Comrs. E. M. Webster and George E. Sterling dissented from the Commission action calling for the transfer hearing.

FCC did not announce the issues of the hearing last week, indicating they were being "revised" and will be issued "in a few days."

KFBB, established in 1922, is assigned 5 kw fulltime on 1310 kc, directional night, and is a CBS affiliate.

The transfer application pending before the Commission seeks consent to transfer of control of Buttrey Broadcasting Inc., licensee, from Fred Birch, president, to The Fairmont Corp., owned by Anaconda Copper Mining Co. Fairmont would acquire a 51% interest for consideration of $157,000. Mr. Birch would retain a minority interest, FCC was told. The transfer application had been filed in late January.

RTMA Amateur Unit

REVIVAL of an Amateur Radio Activities Section within Radio-Television Mfrs. Assn., to be headed by Albert Kahn, president of Electro-Voice Inc., Buchanan, Mich., has been announced by R. G. Zender, chairman of the RTMA Parts Division, under which the new section will function. Purpose of the section is to advance the interests of radio amateurs through procurement of equipment and parts. A similar group was organized within RTMA in 1945, terminating the following year.

NBC GETS BOWL

Bids $1½ Million for Righ

HIGH BID of $1½ million w NBC exclusive radio-televisi rights to Pasadena, Calif., Ro Bowl football games for the ne three years.

KTTV Hollywood was seco highest with a $1 million bid, f lowed by CBS with $840,000. AB United Paramount withdrew fro bidding when Pacific Coast Co ference let it be known clos circuit theatre exhibition would n be considered.

Sealed bids opened in Berkele Calif., last Wednesday by a fou man committee headed by Brut Hamilton, UC athletic director. T NBC bid was accepted by facul representatives of PCC. Lewis Frost, NBC Western Div. direct of operations, negotiated for t network.

KTTV, owned and operated b the *Los Angeles Times* would ha telecast games to a hookup of newspaper-owned stations a other open markets, if its bid ha been accepted. Radio rights woul have been sold outright to one o the networks, it was said.

Breakdown of NBC's bid, base on the mounting volume of T receivers over a three-year perio will have the network paying $400 000 for first year; $500,000 th second year; $600,000 the thir year.

Although CBS lost out in its bi for the game, it will telecast th Pasadena Tournament of Rose parade New Year's Day, probabl the first major outdoor event i color to come from the West Coast CBS also will telecast the Orang Bowl game in Miami.

WKRG INCREASE

FCC Grants 500 W Nigh

APPLICATION of WKRG Mobil Ala., for increase in night powe to 500 w was severed from com parative hearing with KURV Edi burg, Tex., and granted in a fina decision announced last week b FCC. WKRG currently is assigne 1 kw day, 250 w night directiona on 710 kc.

KURV has sought to change from 250 w daytime to 1 kw fulltime directional night, on 710 kc.

FCC found no mutual interfer ence problems are involved betwee the two stations.

WINS INQUIRY

FCC Postpones for Study

FCC's inquiry into the long-time efforts of WINS New York to complete installation of its 50 kw plant on 1010 kc has been postponed t study new data showing that WINS has achieved satisfactory suppression of re-radiation from WMGM New York. The hearing, scheduled July 30, was postponed to Oct. 30.

WINS, presently operating on 1010 kc with 50 kw directional daytime, 10 kw night, holds construction permit for increase in power to 50 kw fulltime, directional.

No. 5 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Educational Programs

IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

One of the twentieth century's most dramatic developments is the sudden emergence of the *modern farmer* and the modern *farm family*. Freed from impassable roads and stifling isolation, the average Iowa farm household is now more progressive and more prosperous than the average *American* household.

Radio has played an enormous part in this transformation. It has helped teach and "sell" our people new ideas of every sort — economic, cultural, social. In 1950, Iowa listeners were asked to appraise the jobs being done by *radio* and by *schools*. The following chart (from the 1950 Iowa Radio Audience Survey) tells the story:

ADULT APPRAISAL OF SCHOOLS AND RADIO
(An Iowa Radio Audience Survey Study)
Figures are weighted percentages of all questioned in radio-equipped homes*

In this area they are doing:	WOMEN		MEN	
	Schools	Radio	Schools	Radio
An excellent job	11.4%	13.2%	10.7%	12.2%
A good job	59.5	69.2	60.1	70.9
Only a fair job	12.3	13.2	15.0	13.0
A poor job	1.2	1.0	1.3	1.5
Don't know	15.6	3.4	12.9	2.4
	100.0	100.0	100.0	100.0

*Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Year in, year out, Station WHO devotes a very sizable part of all its programming to *Educational Programs*. In 1946, WHO conceived and pioneered the Plowing Matches and Soil Conservation Days which have swept the nation ever since, and have taught millions of farmers "how to do" the kind of terracing, draining, plowing, etc. that improves farm lands, produces record crops.

In 1941 WHO inaugurated the annual Master Swine Producer Project which has helped ever since to make Iowa the nation's top hog-producing state (20% of the U. S. total).

In 1946, '47, '48 and '49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety. In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation's vastly-increased corn production. *All these and many other Public Education projects are sponsored . . . by WHO alone!*

This is Point Five in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

STATIONS BROADCASTING "BEST EDUCATIONAL PROGRAMS"

STATION	WOMEN LISTENERS	MEN LISTENERS
WHO	41.7%	50.5%
"A"	13.1	9.3
"B"	6.1	4.9
"C"	5.4	2.9

(Source: 1947 Iowa Radio Audience Survey)

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Pratt Named

(Continued from page 27)

of the Communications Act, specifically Sec. 606.

Elaborating on the announcement, White House authorities noted that the question of allocations as between government and civilian users "is perhaps the most pressing." Additionally, they cited international conferences in which the U. S. apparently had defaulted American-backed proposals for lack of adequate leadership.

Mr. Pratt's selection was the answer to a report submitted to the President by his Temporary Communications Policy Board on telecommunications. As an alternative to a three-man Telecommunications Advisory Board or "super-FCC", the group recognized "the possibility of appointing one man, a telecommunications advisor, to exercise the functions of the proposed board." Those functions include the exercise of powers under Secs. 305 and 606 of the Communications Act. [BROADCASTING • TELECASTING, April, 2, March 12].

A vital factor in the report was the board's acknowledgment that "the vast growth in public demand for television has made acute the problem of deciding how to allocate space in the higher frequency bands between government and non-government users. . . .The investment in time, money and development resources is (proportionately) important to the television industry. . . ."

Pratt's Headquarters

Mr. Pratt will headquarter in the virtually-moribund National Security Resources Board, a "ghost" agency vested behind the scenes with censorship and wartime emergency duty planning, including responsibility for implementing Secs. 305 and 606 of the Communications Act.

Partly, this was determined because NSRB is within the Executive Office of the President and partly it was so dictated for reasons of "housekeeping" and convenience. More importantly, however, Mr. Pratt will thus be enabled to work regularly with that agency on problems involving Sec. 305—empowering the Chief Executive to assign radio frequencies to government stations without regard to FCC's licensing regulations—and Sec. 606—authorizing him to take over civilian telecommunications facilities, both radio and wire, for emergency and war purposes.

Implicit in the appointment is the expectancy that Mr. Pratt will confer periodically with the FCC on civilian frequency needs and with IRAC on government requirements. Briefly, he will ride herd on all domestic, as well as international, spectrum problems.

There was no immediate reaction from Capitol Hill on Mr. Truman's appointment of the communications executive. Sen. Ernest W. McFarland (D-Ariz.), chairmon of the Senate Commerce communications subcommittee, declined comment pending further study of implications. The Senate Majority Leader heads a group which anteceded the President's Temporary Communications Policy Board in an inquiry of domestic and international frequency facets.

Sen. McFarland had suggested the appointment of an "Assistant Secretary of State for Communications." He has indicated constantly his belief that there should be closer cooperation between government and FCC levels, and that needs for civilian users should be reviewed periodically.

Non-independent Decisions

In announcing the appointment, the White House stressed that Mr. Pratt will neither make decisions nor act independently in any other way. Authorities generally regarded this as a surface concession to the vociferous spectrum demands of government, particularly the military as represented through IRAC. It was speculated that Mr. Pratt might, in instances, be induced to reverse his recommendations upon request of the Secretary of Defense.

Normally, requests channeled through IRAC materialize theoretically in the form of executive orders which, in effect, authorize interim assignments. IRAC "advises" and recommends directly to the President. The last executive order issued, however, was in 1944. Generally the appeals have not gone directly to the Chief Executive, and IRAC has retained *carte blanche* authority for the assignments.

The report of the five-man board, headed by Irvin Stewart, former FCC commissioner, felt that IRAC should remain as a "technical body" and that an agency or advisor "is needed for the future to solve the problems that will arise from congestion of the radio spectrum." Moreover, IRAC has a *de facto* of unanimity on frequency assignments that is peculiar to government users, it added.

One member of IRAC last week summed up Mr. Pratt's appointment with this comment: "It will establish the final authority at the White House level." He added that doubtless Mr. Pratt will sit in on IRAC telecommunications sessions.

Mr. Pratt has been under consideration for the appointment for at least a month. He is expected to report around Sept. 1, upon completion of an interrupted vacation in Europe brought about by his appointment. Mr. Pratt will receive an annual compensation of $15,000 for a top-level post which the Stewart report urged as "permanent." NSRB will supply him with a working staff. Appointment is not subject to Senate confirmation.

Represents Alternate Choice

Mr. Pratt represents an alternate choice to the three-man board advocated by the Stewart committee. As laid before the President, this would have called for a permanent policy group comprising possibly FCC Chairman Wayne Coy and two other members, one from the Defense Dept. It also envisioned an absorption of the continuing powers of the Chief Executive to allocate government frequencies (under IRAC) as well as those to commandeer facilities, vested during World War II in the Board of War Comunications.

Mr. Pratt is now in Europe. He attended the recent sixth plenary session of the International Radio Consultative Committee in Geneva as a member of the U. S. delagation (see separate story). Doubtless this background will stand him in good stead in a field in which the Stewart report imputes "weaknesses . . . and lack of high national policy and direction . . ."

Mr. Pratt has an outstanding background of engineering and scientific experience, and has held numerous offices with the Institute of Radio Engineers. He has been a board member since 1935, and served as president in 1938, treasurer in 1941 and 1942 and secretary from 1943 to the present. He received the institute's medal of honor for outstanding "radio contributions" in 1944. He became a member in IRE in 1914.

Since 1926 he has attended a majority of international radio and telegraph conferences, either as a technician or industry adviser. From 1939 to 1942 he served as director of the American Standards Assn., and from 1945 to 1948 as chairman of the Radio Technical Planning Board. Later he was named a member of the Joint Technical Advisory Committee.

Mr. Pratt was born in San Francisco on July 18, 1891. He started his career as a radio amateur in 1906 and was a wireless telegraph operator for United Wireless Telegraph Co. from 1910 to 1914 when he received a BS degree in electrical engineering from the U. of California. Upon graduation he became an operation and construction engineer for Marconi Wireless.

In 1915 Mr. Pratt went on duty with the Navy, devoting himself to maintenance of high-power radio stations for five years. In 1920 he established the public service radiotelegraph system for Federal Telegraph Co. on the West Coast. Five years later he built and operated a similar system for Western Air Express. He worked on radio aids for air navigation for the Commerce Dept.'s Bureau of Standards in 1927.

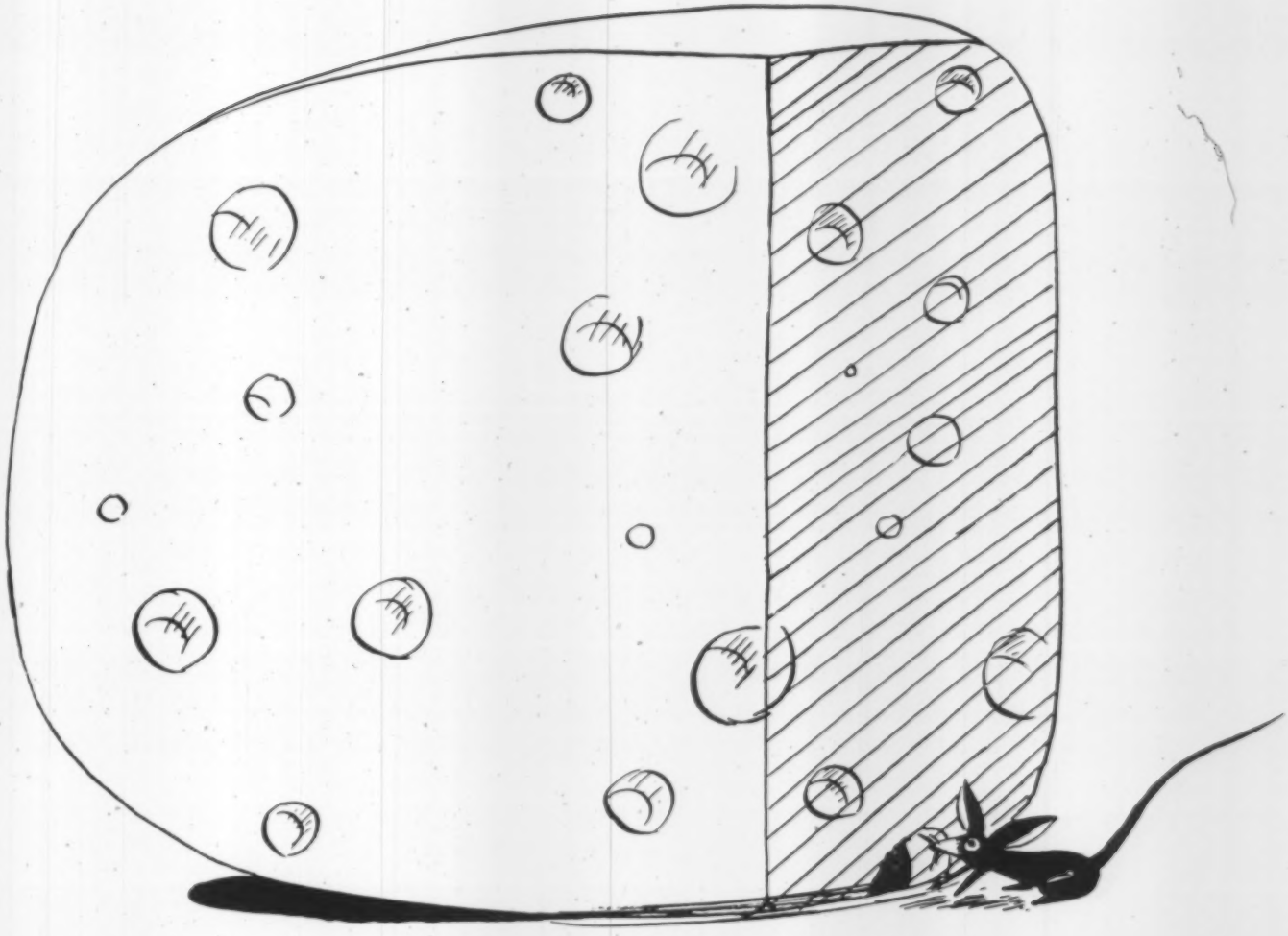
A year later Mr. Pratt was named chief engineer and, later, vice president of Mackay Radio & Telegraph Co., constructing its worldwide communications plant. He came to American Cable & Radio Corp. after service with Commercial Cable Co., All America Cables & Radio and Federal Telecommunications Labs. during the period 1945-48.

International Telephone & Telegraph, parent organization of ACRC and other subsidiaries, formerly owned WKAQ San Juan, P. R., licensed to Radio Corp. of Puerto Rico. Broadcast property (as distinguished from the telegraph phase), was sold in 1949 to Angel Ramos, publisher of *El Mundo*.

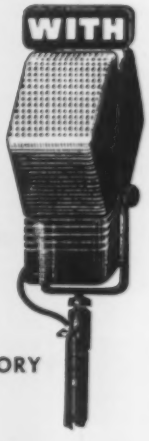
VIEWING with pride *Collier's* July 28 article on WSM Nashville's *Grand Ole Opry* are (l to r): Jack Stapp, WSM program director; Jack DeWitt, president; William R. McDaniel, director of public relations, and M. A. McKinney, district supervisor for Crowell-Collier Publishing Co., who presented the station first copies of the *Collier's* edition containing the article.

Sylvania Buys Radio

RADIO can sell anything—and to prove it one television set manufacturer has ordered sponsorship of two radio network programs to promote its receivers. Sylvania Electric Products Inc. is sponsoring two network programs—Grantland Rice's football forecasts on CBS and the *Sammy Kaye Sunday Serenade* on ABC—to plug its golden jubilee line of TV sets. Sylvania marked its 50th anniversary last week (July 31), announcing simultaneously that it will spend $14 million on new plants and equipment during its golden anniversary year.



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

Excise Tax Harm

(Continued from page 31)

declined 40% from June 1950 levels by the same month this year, he declared.

"This depressed condition," he said, ". . . was brought about by a number of factors . . . conspicuous among them is the 10% excise tax."

An increase in the excise tax would aggravate an "already distressing situation," Mr. Sprague said. "Any increase in the tax would undoubtedly cause a further reduction in sales resulting in a decrease in the profits of manufacturers, dealers, and distributors, and earnings of their employes and the income taxes paid by all of them. Thus an increase in excise taxes would not necessarily result in greater revenue to the government."

Other points by Mr. Sprague: Instead of increasing the tax, Congress should consider removing it; if an excise on radio-TV sets is unavoidable then RTMA proposes an "emergency excise tax on a broad base" to include all household durable goods.

Mr. Horney's testimony dealt with tax exemption of sales to the U. S. of certain radio receiving equipment and component parts. He said that since the term, radio receiving set, is not defined, the Bendix firm believes the exemption should be broadened to include all of the devices and component parts which are exempt when sold to the U. S., "so that the exemption applies when such devices and component parts thereof are sold to commercial and other non-governmental enterprises."

In the excess profits tax phase of the Senate hearings, the broadcaster's view was presented by John B. Poole, a director of the Fort Industry Co., speaking for the NARTB-organized TV Broadcasters' Tax Committee. Mr. Poole appeared July 27 [BROADCASTING ● TELECASTING, July 30].

Amendment Suggested

Mr. Poole suggested an amendment to the Excess Profits Tax Act, as contained in the Senate bill (S 1861), introduced by Sen. J. Allen Frear (D-Del.). Full text of the bill was printed in the July 23 issue of BROADCASTING ● TELECASTING.

Essentially, he told the Senators, the amendment would permit broadcasters to use their 1946 rate of return as representing normal profits experience in radio operation, and permit this rate for television operations. He estimated the change would cost the Treasury between $3-5 million in 1951.

He labeled the excess profits credit that is based on the alternate "invested capital" as inadequate because the TV industry has such factors as employment of talent and creative writers. Other firms do not have these problems, Mr. Poole emphasized.

Mr. Poole stressed the industry now must use a depressed period in computing its excess profits tax credit. The profit column was not entered by TV broadcasters until late 1950, he reminded the Senators.

Before 1950—the period, 1946-49, the best three years of which are taken as the credit base—normal profits of the industry were depressed because of pioneering in TV. Net effect, he said, was to lower the rate of return.

Senate Bill Explained

Here is Mr. Poole's explanation of S 1861, which he said would put the broadcaster on a more equitable basis with manufacturers, as delivered before the Senate committee:

. . . it is proposed that Section 447 of the Act be amended by adding a new Subsection (h) which will permit any taxpayer, which derived during the month of December, 1950, 30% or more of its gross income from television broadcasting and related television services, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, by (1) the ratio which the taxpayer's excess profits net income for its last taxable year, ending on or before Dec. 31, 1946, bears to its total assets on the last day of such taxable year, or (2) the taxpayer's industry rate of return for the year 1946 as proclaimed by the Secretary under Section 447, whichever is greater.

This accomplishes two things. It permits the radio-television broadcaster to use the rate of return which it realized in 1946 as being representative of normal profit experience in radio operations. By substituting the 1946 year in lieu of the best three years in the 1946-1949 period as a norm, the impact of television losses is thus essentially eliminated. Secondly, it permits the taxpayer to relate the 1946 ratio or rate of return to assets on hand at Dec. 31, 1949 (which, of course, includes all assets then used in television).

The resulting dollar figure after multiplication, is the telecaster's average base period net income under the Act. The applicable per cent of this figure, as finally determined, in the current bill, will be the excess profits tax credit. For those corporations which had no radio experience and have engaged exclusively in television operations, the proposed amendments permit use of the radio industry rate of return of 24.9% proclaimed by the Secretary for the 1946 year.

In other words, the amendments serve to put the radio broadcaster back to his 1946 rate of return upon capital as being representative of his normal earning experience in radio during base period years. In addition, it permits him to relate this rate of return forward to television operations.

It is further proposed that Section 445 be amended by adding a new Subsection (i), in respect of new corporations organized after Jan. 1, 1946, to permit use of the industry rate of return of 24.9%, proclaimed by the Secretary for the 1946 year. We feel that these proposals are entirely reasonable and approximate as close as may be, the base period experience which would have been realized by the radio broadcasting industry, had it not undertaken television operations. In addition, it relates this experience to the new television industry.

WNAC-TV
BOSTON

announces the appointment

of

H-R REPRESENTATIVES, INC.

as its

representative

in

The National Spot Field

Effective August 1, 1951

★

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

CBS – ABC – Dumont

ASCAP Attack

(Continued from page 25)

capped" by having to issue per-program licenses to stations with "interests in the ownership or contract of BMI," Mr. Harbach alleges, stating that "broadcasters have an interest in preferring the use of BMI music on particular programs instead of music composed by the Society's members, irrespective of the merits of the music or its appropriateness for the program."

Mr. Harbach further charges that this gives the broadcasters a chance to urge sponsors to substitute BMI music for ASCAP tunes, stating "it has been represented to advertisers that because music in the Society's repertory is on a 'per-program' basis an extra charge will be imposed on the program, whereas there will be no extra charge when BMI compositions are used."

He also asserts that BMI has "urged broadcasting companies to obtain 'per-program' licenses from the Society rather than 'blanket' licenses, despite the fact that BMI licenses are on a 'blanket' basis."

Both these charges will be supported by evidence at the hearing, he states.

Regarding payment for spot announcements adjacent to programs containing ASCAP music, Mr. Harbach sets forth the ASCAP position that "the use of music in such programs contributes to the presence of an audience and so adds value to the 'spot announcements' and therefore the amount received from adjacent 'spot announcements' should be deemed part of 'the sum paid by the sponsor of such program.'"

ASCAP's answer disagrees with the petition of the TV broadcasters on several minor points, such as the statement in the petition that "the petitioners made written applications to ASCAP for licenses." ASCAP's answer denies this except to admit that "certain petitioners" had made such applications. Again, where the broadcasters' petition stated that "petitioner Allen B. DuMont Labs Inc. made an application for network licenses," the ASCAP answer affirms that "Allen B. DuMont Labs Inc. applied for and obtained a network license."

ASCAP's answer joins the broadcasters' petition in requesting that the court fix an interim fee for the TV stations' use of ASCAP music pending final determination of the petition and in asking for "such other and further relief as to the court may seem just and proper." But where the TV station operators asked the court for a "determination of a reasonable fee for the proposed licenses," ASCAP asks it to "determine that the fees requested by the society in the per-program licenses are reasonable."

The answer was filed by Robert P. Patterson, former Secretary of War, as attorney for ASCAP.

Ford Workshop

(Continued from page 23)

had an opportunity to present it. It has also brought us numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of national advertisers and agencies for an opportunity to consider programs for sponsorship."

Programs for both children and adults are being considered as part of the TV project, Mr. Young reported.

Announcement of the workshop plan followed a meeting of foundation trustees last week at which the project was approved.

Workshop programs in general will be designed to "serve the purposes of the foundation set forth in the trustees report of September 1950," the announcement said.

KREI Hearing

PETITION of KREI Farmington, Mo., for grant without hearing of its bid for change from 1350 kc to 800 kc, operating 1 kw day only, was denied by FCC last week and hearing was scheduled Sept. 14. The Commission order stated KREI's field measurements of KXIC Iowa City, allegedly showing no interference would occur, had not been made according to FCC standards in certain respects.

WTTT EXTENSION

'Illegal' Says Rosenson

TEMPORARY three-month extension of license of reportedly bankrupt WTTT Coral Gables, Fla., "apparently" on FCC's own motion, was attacked as illegal last week by Alan Henry Rosenson, applicant for WTTT's facilities of 250 w fulltime on 1490 kc. Mr. Rosenson is president and chief engineer of WLRD (FM) Miami Beach.

Mr. Rosenson charged WTTT failed to file a proper application for license renewal or to request a temporary extension of the license, which was to expire Aug. 1. He also charged WTTT failed to respond to Commission letters and alleged the station has been operating with an improper temporary antenna system. The regular antenna was destroyed in a hurricane, it was noted.

The WLRD official contended his request for WTTT's assignment should be given independent consideration. He charged the application of the trustee in bankruptcy, E. H. Spach, for transfer of the WTTT license pending sale of the station [BROADCASTING • TELECASTING, June 25], "can in no sense be construed to be an application for renewal of license so as to constitute a legal basis for the Commission's authority to permit Atlantic Shores Broadcasting Inc. to continue the operation of WTTT."

HST BROADCAST

Assailed As Partisan

REPERCUSSIONS on Capitol Hill were expected last week as a result of what Republicans regarded as a political remark made by the President in his assertedly non-partisan speech, broadcast by radio and television, in Detroit July 28.

The issue was brought into the open in the syndicated newspaper column of David Lawrence who charged that President Truman took advantage of the occasion to assail "those who disagree with him" and to review the record of the Democratic party "with a boastfulness about its achievements that was unmistakably partisan."

Mr. Lawrence said that broadcasters were "controlled in a sense by the party in power, because they are beholden to the FCC, whose members are appointed by the President."

Zuzulo Named

FRANCIS X. ZUZULO, assistant director of publicity for Mutual, has been named to the newly-created post of manager of press information for the network, effective immediately. Mr. Zuzulo will be responsible for operation of the press information department's services to network affiliates and editors, and will continue to serve as coordinator for all press activity between MBS and its clients, reporting directly to Dick Dorrance, MBS director of public relations.

Mr. Zuzulo

Surrounded By Good Company

(National Accounts with Joe Cavanaugh)

WEEKDAYS 7-9 A.M.

THE JOE CAVANAUGH SHOW

Johnstown's *Only* Morning Personality

WARD JOHNSTOWN — CBS — **WVAM** ALTOONA

Represented by Weed and Company

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

Aug. 20: BMI Clinic, Harrisburg, Pa.
Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.
Aug. 21: BMI Clinic, Columbus, Ohio
Aug. 22: BMI Clinic, Roanoke, Va.

Mass Spotting ON KSO

BREAKS THE CONSUMERS STRIKE IN DES MOINES

OVER 43 SPOTS DAILY

1580 SPOTS IN 35 DAYS

AARON KLEIN
Ginsberg Advertising Manager

"Ginsberg's definitely feel that this is the only way to really hit the radio audience with effect. We are now planning a fall campaign built around mass spotting. We featured Leonard Refrigerators, Westinghouse Sewing Machines, Arvin Electric Fans, Remington Fans and Crosley Refrigerators."

Campaign prepared by Gus Strauss, Son De Regger Agency

PRODUCED RECORD VOLUME OF APPLIANCE SALES.....

YOU CAN DO A SIMILIAR JOB IN THIS RICH, RESPONSIVE DES MOINES MARKET, MASS SPOTTING TODAY PRODUCES TOMORROW MORNING SALES...

WRITE, WIRE, PHONE

KSO

YOUR A B C STATION

1460 ON YOUR DIAL

Kingsley H. Murphy, Pres.
S. H. McGovern, Gen. Mgr.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO.

If it's ears you're missin'
The kind that'll listen

When you say your product is good;
Make sure you get on

The station folks bet on
In Greater Grand Rapids, it's WOOD!

Want facts on WOOD's scope?
Call Katz for the dope.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

NBC Chime Sales

(Continued from page 23)

would not be the first time NBC has used spots along with the network identification and chimes. It has been done in the past in connection with NBC program promotion.

A network spokesman conceded that "triple spotting" would result on stations carrying their own spots before and after the network identification, but said the network's chime-break spots would not be carried on stations with conflicting spots of their own.

In the meantime, NBC last week was aggressively undertaking to sell programs. Among program availabilities and their respective gross costs per week which NBC officials listed in letters to advertisers and agencies were the following:

Big Show $8,820 (½ hr.); *Bob & Ray* $2,824 (5¼ hrs.), $2,565 (½ hr.), $4,000 (1 hr.); *Dangerous Assignment* $4,117; *Dimension X* $2,941; *Hollywood Love Story* $1,823; *Inspector Thorne* $3,764; *Its Higgins, Sir* $4,200; *Magnificent Montague* $5,588; *Man Called X* $5,294; *Mr. Moto* $3,529; *My Secret Story* $1,470; *Nightbeat* $3,500; *Pete Kelly's Blues* $5,500; *The Saint* $3,235; *The $64 Question* $4,117; *Short Story* $2,941; *The Whisperer* $2,176; *You Can't Take It With You* $5,300.

KMMO TRANSFER

FCC Asks Station Status

KMMO Marshall, Mo., was asked by FCC last week to indicate whether or not it wished to pursue a proposed transfer of the station to M. F. A. Insurance Co. and others, since a hearing on the bid cannot be completed by Aug. 25, deadline for the sales agreement. [BROADCASTING • TELECASTING, June 4].

In a letter to William Courtney Evans, KMMO licensee, FCC indicated the proposed transfer must be set for hearing to determine whether M. F. A. Insurance Co. is qualified to be a broadcast station licensee under the laws of the state.

Mr. Evans has sold KMMO, subject to Commission approval, to KMMO Inc., a new firm in which the insurance firm owns all the preferred stock and 11 persons who are officers of the insurance firm own all the common stock. Consideration is $65,000.

KMMO is an independent outlet established in 1949 on 1300 kc with 1kw daytime.

Frank D. Brimm

FRANK D. BRIMM, 57, Dallas manager of The Katz Agency since 1929, died July 29 of cancer. He entered the advertising field at 16 with the Oklahoma Publishing Co., later becoming advertising manager for the Marland Oil Co., Ponca City, Okla.

Texas Harmony

IN SAN ANTONIO, promotional exuberance has risen above the usual rivalry between radio and television.

KITE, a 1 kw daytime station, has bought a weekly schedule of 20-second and one-minute spots on WOAI-TV and KEYL (TV) to invite listeners to tune in its music and news programs.

And WOAI-TV has bought the sunset sign-off spot on KITE to urge people to turn on their television sets and see WOAI-TV's evening shows.

Mobilization Alert

(Continued from page 31)

counted for by (its) unnatural susceptibility to Regulation W." He cited the FCC TV freeze which has limited its growth, and other factors such as materials scarcities and color TV.

Every effort is being made to increase the available supply of nickel for the production of radio-TV receivers and other consumer durable goods, according to the National Production Authority.

Representatives of a consumer goods industry group asked the government to give manufacturers sufficient time to plan production schedules by indicating in advance the availability of nickel. They also asked for closer coordination between allotments of nickel and those for steel, copper and aluminum. Progress was reported on conservation programs for critical materials. Nickel is used in magnetic loudspeakers of radio-TV sets.

In the story on construction permits in BROADCASTING • TELECASTING, July 30, it was reported that industry generally had sought a 25-lb. limitation on steel, copper and aluminum used in construction in cases not requiring NPA approval. The figure should have read 25 tons.

WGAR Changes

JOHN B. GARFIELD, sales manager of WGAR Cleveland, last week announced the appointment of Robert C. Smith as station publicity director. Mr. Smith joined WGAR Aug. 1 (Wednesday) after serving as director of athletic news at the U. of Southern California. He succeeds Manuel H. Eisner, who moved into the sales department after holding the publicity post for eight years. Also announced was the addition to the sales staff of William Humphreys, former Northern Ohio Div. sales manager for Horlick's Corp.

NBC has launched new record program, *Speak for Yourself*, featuring staff announcers as guest masters of ceremonies, Sat., 5-5:30 p.m.

ABC-UPT

(Continued from page 28)

tices, etc. It claims that the cases cited in the court suit disclose "a long catalogue of unfair and discriminatory methods of competition, deliberately practiced, long continued and widespread in application" by Paramount Pictures and its successor UPT.

"Past history of United Paramount creates the gravest danger to the public interest if the applications made by it shall be granted," the petition declares. Fanchon & Marco also ask that it be permitted to participate in the proceedings on the applications.

Rep. Celler's objections were couched in a most outspoken manner.

"Any television or broadcasting company is in its nature, of course, monopolistic. The spectrum and television channels are physically limited and, therefore, when parcelled out by the FCC become legal monopolies," he wrote Mr. Coy.

"It does not seem mete or proper, therefore, that the American Broadcasting Co., which is, in the above sense, a monopoly, should be permitted, without the most cogent and satisfying reasons, to unite with this company operating these theatres, said company having heretofore been declared guilty of a violation of our anti-trust laws. This must be so, especially as it is my understanding that these theatres will be used for television purposes. The Federal Court has decreed that motion picture producing companies cannot own theatres. Why should a television company be permitted to own theatres?"

The Communications Act, asserted Rep. Celler, proscribes the grant of channels not only to those who have been convicted of radio monopoly but also was meant "to prevent those with monopolistic taints attached from getting any license from your Commission."

He is not opposed to the use of theatres for TV purposes, the New York Congressman made clear.

Chairman Coy's July 25 answer acknowledged that Rep. Celler's letter "raises serious questions of which the Commission is fully aware and concerned with," and advised that the staff was studying the various implications of the merger.

Della Cioppa Promoted

GUY DELLA CIOPPA, associate director of CBS Hollywood network program department for the past two years, has been promoted to director of network programs, Hollywood, effective immediately. Announcement was made Wednesday by Harry S. Ackerman, CBS Radio vice president in charge of network programs, Hollywood. Mr. Della Cioppa has been with CBS since 1937 during which time he has been associated with network radio and TV programs.

STARTING THIS FALL, WINZ WILL BE THE ONLY

50,000 Watt INDEPENDENT

IN THE SOUTH

NOW WATCH SALES SOAR IN FLORIDA...

The impact of 50,000 Watts on the expanding Miami-South Florida market (22nd Market in the USA) served by WINZ, will prove a desirable bombshell in sales!

As the largest independent station below the Mason-Dixon and centered in the fastest growing area in America, WINZ today mirrors a new multi-million dollar **opportunity walking in your door!**

This intensive selling power will double the effect of the smallest advertising budgets. Here then, is a decided sales advantage for those who need: Better Time — or More Time — or More Power — or New Markets — or Greater Markets!

FLORIDA CANNOT BE BEAT FOR GROWING THINGS

WINZ

940 K. C.

Effective Immediately

WE ARE PROUD TO ANNOUNCE THE APPOINTMENT OF

FORJOE & COMPANY

National Representatives

JONAS WEILAND, Pres.

50,000 WATTS DAYTIME • 10,000 WATTS NIGHTTIME
NOW UNDER CONSTRUCTION

WINZ Miami, with studios in Hollywood Beach Hotel

HOOVER PLAN

Reorganization Stalemated

A STALEMATE developed last week between the White House and Congress on the status of the Hoover plan to reorganize regulatory agencies, such as the FCC, by vesting within the chairman sweeping administrative powers.

At the same time, it was learned that FCC itself disapproves of this particular intent of the Hoover plan and had told a Senate committee in so many words that it likes the current status of the Commission wherein the seven members act as a body on high policy.

The difference of opinion between the executive and legislative branches of government sharpened as the aftermath of an exchange of letters between Sen. John L. McClellan (D-Ark.), chairman of the powerful Executive Expenditures Committee in the Senate, and President Truman. The letters were released by the White House last Tuesday.

Sen. McClellan asked the President for clarification on the Hoover plans and indicated that Congress would like to proceed with reorganization if the Chief Executive could "take into consideration the basic points raised in opposition to the original plans."

President Truman, however, went along with "revision" requested by the Senate committee but added the new plans ought to be "consistent with the recommendations of the Hoover Commission."

At this point, there is a falling out between the President and Congress. Congress believes that over a score of years it has legislated the type of regulatory agencies it wants to carry out national policy.

When the reorganization plans first came up in the 81st Congress, those parts affecting such agencies as FCC were defeated. In this Congress, a new legislative attempt has been made at the request of the Hoover Commission which is working with the White House [BROADCASTING • TELECASTING, April 2, March 26].

Policy Change

The Hoover Commission says its plans are reorganizational. But key members of the Senate say the plans are far from "reorganizational," and that the realignment features are secondary. On the contrary, they believe the Hoover recommendations would effect a change in policy that in the first place stemmed from Congressional direction.

Sen. McClellan is expected to draw up a new letter and send it to the White House stressing these very points. It is understood that as things stand now, the Senate can not act.

The Senator's letter to Mr. Truman, written in the name of the expenditures committee, came about following a meeting with top representatives of the Hoover Commission. These spokesmen told the Senator's committee they wanted the views of Congress and the Chief Executive on record.

According to Senate Interstate Commerce Committee files, revealed for the first time, the Hoover plan got a raking-over by the FCC last spring.

This opposition from the Commission coincides with that of Senate Commerce Chairman Ed C. Johnson (D-Col.), who as early as last March expressed dissatisfaction with the bill's apparent intent.

At that time, Sen. Johnson made known that his chief objection to the legislation centered on the breadth and related concentration of powers which the plan would vest in the Chairman in comparison with those of other Commissioners.

The Senator felt that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

The Hoover plan legislation was introduced first in the Senate by Sen. McClellan whose bill (S 1139) was referred to his committee. Sen. Johnson then introduced his own bill, similar in content, explaining his opposition, and reason for writing a new bill, to Sen. McClellan. By introducing his bill, Sen. Johnson's committee in effect bid for jurisdiction over the legislation.

FCC Objects

Information subsequently filed with the committee reveals that FCC does not favor the provision in the bill that would give the chairman the authority in FCC internal affairs, in its relations with Congress, and in the execution of Commission policies.

Concentration of executive power in policy decisions is the specific effect of the bill that is not liked. Current provisions of Sec. 4 and 5 of the Communications Act provide flexibility to enable FCC to delegate the chairman the necessary authority to "expedite" Commission administrative activities, the Commission holds.

FCC also claims that during a "period of years," it has delegated necessary authority to the Chairman on these activities and also points out the existence of an executive officer. It cites Sec. 5 (a) of S 658 (The McFarland Bill), passed by the Senate and logged in the House Commerce group, as spelling out the designation of the FCC Chairman as its chief executive officer.

Broken down, FCC's disapproval of individual proposals contained in the bill amounts to this:

- **On giving authority to Chairman on selection of personnel, the current system is entirely satisfactory to the Commission.**
- **On his authority over information and publications, the Commission doubts what objectivity could be had. FCC believes it should be left under the Commissioners en banc.**
- **On relations with Congress, FCC thinks it is just as important for Congress to get all the opinions of seven Commissioners on matters of basic legislative policy as for the entire Commission to pass upon matters coming before it for decision. The bill would make the Chairman sole spokesman to Congress. Current system wherein conferences are held regularly before the Chairman goes to the Hill to testify is satisfactory, FCC says, because it gives Congress the benefit of the Chairman's opinion, the majority view and also dissenting or separate opinions.**

FCC finds vague the section of the bill that would give the chairman the right to perform the "execution of FCC policies" on behalf of the Commission. It believes that on the surface, it would appear "unnecessary and unwise" since FCC currently has no difficulty in "executing policies" and enforcing its decisions, or rules and regulations. No increase in efficiency would come about by giving the Chairman the say in "execution."

The Commission feels that it would seem "inappropriate" for the Chairman alone to act at any time on behalf of the Commission.

Favored by the Commission are the provisions to (1) permit a Commissioner to continue to serve after his term has expired until a successor is appointed and qualified, and (2) allow the President to remove from office any member of the Commission for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause."

WILLIAM F. BROOKS, vice president in charge of public relations for NBC, thanks Tetsuro Furukaki, president of the Broadcasting Corp. of Japan, after having accepted an album depicting the activities of the BCJ. Presentation followed a recent tour of NBC in New York by a Japanese broadcasting delegation [BROADCASTING • TELECASTING, **July 23**].

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Stentor* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

Chief Says:

"Chief Station puts on heap big show,
Good medicine for building sales;
Chief's advertisers sure do know
It's "network plus" the listener hails"

TOWN'S TOP TALENT

ABC prestige, PLUS net-calibre local talent spells listener interest and sales punch for the unique W J W programming plan.

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

FCC BUDGET

Meets Capitol Stymie

FUNDS-bill log jam on Capitol Hill has welcomed a new visitor to its fold, the Independent Offices Appropriations measure (HR 3880) that includes money for FCC's fiscal 1952 operation.

The appropriations legislation got as far as conference between the two houses and the writing of a conference report. But there was trouble from the first. The House wanted to cut federal jobs according to its own formula, a method differing from the Senate idea. Conferees had their own version, patterned after the Senate's.

Result was the House voted down the report July 25 and sent it back post-haste to the conference committee where it joined another funds measure (Labor-Federal Security) that had been earlier turned away because of the job-cutting formula schism.

According to the progress made in conference, FCC would be allotted $6,116,650, a figure that is a compromise between the House-approved $6 million and the Senate-okayed $6,233,000. The new figure still represents a healthy cut—$733,350—from the $6,850,000 requested in the President's budget.

Conferees agreed to the Senate proposal of limiting FCC purchase of passanger autos to 10 as compared to the 20 the House had proposed. Of more importance to the agency, a Senate limitation on funds for personnel services (not more than $5,550,300) was stricken. The proposed cut in information services (15%) was left up in the air [BROADCASTING • TELECASTING, June 25].

The money bill's snails' pace in Congress is so marked this year that it can be visualized by two factors: (1) government agencies usually make up the new budget in the fall, meaning FCC will be working on its fiscal 1953 budget estimate this September, and (2) a new extension of 30 days, expiring Aug. 31, was enacted on all government funds as a tide-over. Congress did the same thing earlier this summer when the government swung into July 1, date that fiscal 1952 began.

The Independent Offices Bill contains Title V which would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions. There has been no evidence, as yet, that FCC intends to charge for some of its broadcast services even if given Congressional sanction.

JOB-JUMPING

Code Not Answer—Sawyer

WHILE flatly against so-called "influence" in government, Commerce Secretary Charles Sawyer has told Sen. Paul H. Douglas (D-Ill.) that he does not think a code of ethics will stop the practice of government employes taking jobs with private firms who do business with the particular agency involved.

The Secretary's letter on job-jumping was sent to Sen. Douglas since the Senator heads a subcommittee that is looking into the possibility of setting up a Commission on Ethics.

Secretary Sawyer said "it is obvious that an honest man, having done things in his official capacity which are of benefit to a firm, would expect to have his conduct viewed with great suspicion if he thereafter accepts employment from that firm. The very man who would be most likely to do the unethical thing will be least influenced by the fact that the code says he shouldn't." He said it was "conceivable" that a business executive looking for talent may meet a government employe and offer him a job. This fact should not preclude such employment, but if such an effect is desired then specfic prohibitions should be enacted and enforced, the secretary concluded.

OHIO PROPOSAL

New Daytimer on 1250 kc

A NEW daytime station for Washington Court House, Ohio, has been proposed in an initial decision handed down by FCC Hearing Examiner James D. Cunningham. The Court House Broadcasting Co. will operate the station on 1250 kc with 500 w, daytime only. It will be the only station in Washington Court House, if the Commission adopts the initial decision.

Two conflicting applications for the same facilities have been dismissed. That of Central Ohio Broadcasting Co. for a new station at Galion, Ohio, was dismissed July 1, and that of Fayette Broadcasting Co. for one at Washington Court House was dismissed March 16.

The new station will provide service to 167,790 persons over an area of 3,674 square miles, according to the decision. WGL Fort Wayne, Ind., operating on the same frequency, will be slightly affected by the proposed operation, but the decision stated that the interference area "is now served by about 10 standard broadcast stations . . . and there is no evidence to indicate that any of the programs of WGL are designed especially for the residents thereof."

President of the applicant company is L. Morse Weimer, supervisor of communications for the city of Dayton, Ohio. Secretary-Treasurer John W. Horeb is a radio engineer and Vice President Wilbur N. Nungesser is at present engaged in transmitter operations with WLW Cincinnati. Other stockholders are Ray Brandenburg, state director of the National Automobile Dealers Assn.; Thomas H. Craig, department store manager; William L. Foss and John A. Moffet, consulting radio engineers in Washington; John H. Kantrowe, sales engineer; Henry O'Donnel, employe of Dayton's fire department radio section, and Charles H. Hire, lawyer.

CANADIAN ASSOCIATION OF BROADCASTERS

C A B

WANNA BUY AN OIL WELL?

Most significant towers in all of Canada are the new oil derricks looming up in the Canadian West. . . . And the Western Provinces of Alberta, Saskatchewan and Manitoba are booming, with the discovery of oil, the steady world market for wheat, and famed Western beef.

Wise Americans and Canadians are eager to invest in the West. Those seeking promising new markets for their goods are investing too. Naturally, they want to know how best to spend their advertising dollars. Here's the answer:

If you look at a map of Canada, you'll find the Prairie Provinces of Alberta, Saskatchewan and Manitoba bounded by the Rockies on one side and Northern Ontario's sparsely settled lake country on the other. That makes the Prairie Provinces a *local* market.

Looking again at your map, you'll be impressed by the vastness of the Canadian West. Note, too, that the big cities are few and far between. So, for many Westerners, Radio supplies the bulk of the daily news and entertainment. Folks get up with the Radio and it stays on all day—in farm kitchens and urban living rooms. Radio is the dependable, every-day medium for everyone. Summer and winter, radio gets through!

Canada's West is not only a firm, prosperous market today—it's one of the most promising potential marketing areas anywhere. By establishing your brand name now, you're investing too in the new West, in the new oil, new land and new wealth. Even the most conservative broker would recommend it.

"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

183 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

AD COUNCIL

Reports on Radio-TV Contributions

PUBLIC SERVICE contributions of radio and television, and of radio and television advertisers and agencies, are given high rank in the Advertising Council's ninth annual report, released last week.

Through the council's Radio Allocation Plan alone, the report said, contributions via network commercial programs amounted to more than 5 billion radio home-impressions—a radio home-impression being one message heard once in one radio home. And "individual stations contributed even greater support to local and national causes."

"Radio aided more campaigns than in any peacetime year," the report asserted.

Though the newly formed Television Allocation Plan was in operation for only part of the year, the report pointed out, it "quickly received the voluntary cooperation of 50 network advertisers and the four TV networks" and during its first four months of operation achieved total circulation estimated at 267,506,000 television home-impressions.

The contribution via radio consisted of major support to 19 top-priority campaigns and additional coverage to 34 others, while the TV plan secured regular support for seven top-priority programs, gave additional coverage for 10 others, and telecast over 200 network messages.

The report noted that 27 leading agencies gave their services to 18 campaigns, bringing the overall number of agency man-hours contributed to the council since its inception to over 350,000. During the past nine years, it was pointed out, 68 task force agencies in 25 cities have worked on 150 council campaigns, involving the services of more than 2,100 contact and creative personnel.

Contributor's List

Contributions to specific campaigns via radio and/or TV included the following (with name of volunteer coordinator and of the volunteer agency shown, in that order, in parentheses):

American Economic System (productivity)—"Campaign messages including free offers of . . . booklet were carried on virtually every major network radio program sometime during the year." (Robert M. Gray, Esso Standard Oil Co.; McCann-Erickson.)

American Heritage—"Radio and television advertisers contributed time for special messages during the year. A special television kit prepared by the council was sent to 107 local television stations and the four major networks for their use prior to Election Day." (Donald B. Hause, Armour & Co.; Leo Burnett Co.)

American Red Cross—"Through the council's Radio Allocation Plan, the program received 552,415,000 listener impressions. . . .Television networks and stations featured slides and film presentations . . ." (Philip J. Kelly; Compton Adv.)

Better Schools—"Campaign messages were scheduled on hundreds of leading radio network and television programs. Many television stations contributed time for the showing of a one-minute film." (Felix W. Coste, Coca-Cola Co.; Benton & Bowles.)

CARE—". . . Support during 1950 included 10 weeks of radio allocations which resulted in 288,950,000 radio home-impressions. . . . The council distributed three 20-second spot announcements to every television station in the country with excellent results . . ." (A. R. Stevens, American Tobacco Co.; N. W. Ayer & Son)

Community Chests of America—"Council radio allocations resulted in 275,782,000 radio home-impressions during the year." (BBDO)

Forest Fire Prevention—"Through the council's Radio Allocation Plan, the program received 241,111,000 radio home-impressions." (Russell Z. Eller, California Fruit Growers Exchange; Foote, Cone & Belding)

Group Prejudice—"Radio allocations on networks and the shows of major advertisers resulted in 282,455,000 home-impressions. Display material was supplied to television stations on request." (Lee H. Bristol, Bristol-Myers Co.; Cecil & Presbrey, Fairfax Adv. Agency, Franklin Bruck Adv. Corp., Grey Adv. Agency, The Joseph Katz Co.; Kelly, Nason Inc.; Kenyon & Eckhardt, McCann-Erickson, Peck Adv. Agency, J. D. Tarcher & Co., J. Walter Thompson Co.)

Home Fire Prevention—"Through the council's Radio Allocation Plan, more than 58,895,000 radio home-impressions have been received." (Donald W. Stewart, Texas Co.; Erwin, Wasey & Co.)

Religion in American Life—"Nearly 300 messages were scheduled on commerical and sustaining network radio programs. Local television stations and television advertisers carried special messages and, in many instances, contributed time for the showing of a RIAL film." (Robert W. Boggs, Union Carbide & Carbon Co.; J. Walter Thompson Co.)

Stop Accidents—"Through the council's Radio Allocation Plan, messages were carried on hundreds of major network and regional programs—both commercial and sustaining. Top commercial television programs also contributed time during the year." (Wesley I. Nunn, Standard Oil Co. of Indiana; Young & Rubicam)

Student Nurse Recruitment—". . . Hundreds of network radio and television messages . . ." (Anson C. Lowitz; J. Walter Thompson Co.)

United Nation's Day—"Radio support was excellent, and television stations made use of a kit mailed by the NARTB." (Allan M. Wilson, Advertising Council; J. Walter Thompson Co.)

U. S. Defense Bonds—"Through the council's Radio Allocation Plan, the campaign received 386,824,000 listener impressions. . . . Specially prepared films received wide television use." (Thomas H. Young, U. S. Rubber Co.; Albert Frank-Guenther Law, G. M. Basford Co., Campbell-Ewald, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Schwab & Beatty, Schwimmer & Scott, J. Walter Thompson Co.)

Estimates of listener impressions were based on the Nielsen Radio Index, made available to the council at no cost by A. C. Nielsen Co.

REUNION of "Operation Shangri-La" in New York July 19 was highlighted by presentation to "Skipper" Walter Evans (r), Westinghouse Radio Stations Inc. president, of miniature pirate's chest and expedition map. Making presentation is Curt Peterson (c), partner, Marschalk & Pratt, New York, spokesman for agency-advertiser group, and W. B. McGill, WRS advertising manager, who made oak and hammered silver chest and drew map. Reunion commemorated "Mystery Weekend" of Dec. 8-10, 1950, plane trip to Bermuda made by nearly 100, including formation of mystic "FFC."

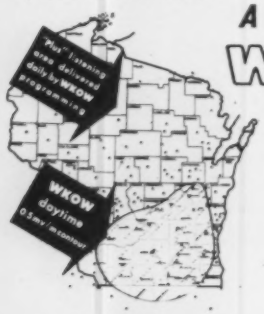
ABA Convention

ALABAMA Broadcasters Assn., composed of 60 Alabama radio stations, has announced a convention to be held Oct. 12-13 at the U. of Alabama, Tuscaloosa. W. Emmett Brooks, general manager, WEBC Brewton, Ala., is ABA president.

"MOO-LA" Buys Your Tea IN WISCONSIN

AND LOOK WHAT'S STEAMING AT WKOW

As fancy a dish as you ever might wish . . . a kettleful of "moo-la" — 460 million dollars' worth — waiting to buy your product. Get your share of these milk checks that Bossy earns. Take advantage of WKOW's concentrated low-cost coverage — a half-millivolt area.



A HOT SPOT FOR RESULTS

WKOW-CBS

MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's biggest advertising buy!

1070 K. C.

WISCONSIN'S MOST POWERFUL STATION

WKOW

Represented by HEADLEY-REED COMPANY

VA CLASSING

House Probes Radio-TV Issue

A HOUSE investigating committee can be expected to take to task the Veterans Administration for classifying students engaged in training for radio-TV under the G. I. Bill as following "avocational" pursuits.

Up until Feb. 20, 1951, the VA classified the training as vocational. The difference between avocational and vocational classification means:

The veteran who follows a vocational pursuit gets benefits, such as tuition and subsistence, paid by the government; on the other hand, avocational students must pay their own way entirely unless they can "justify" their training.

A hearing was held on the radio-TV situation July 19. Ralph W. Hardy, NARTB director of government relations, told the select committee probing the educational and training program, that: "It will come as a distinct shock to the broadcasters to learn that the VA, with which they have so long and faithfully cooperated, now classifies their industry along with bartending, dancing, etc., as being avocational and recreational and thus denies to it the stature it has achieved."

Employment High

Information obtained by the committee shows 80-90% of the radio-TV graduates finding employment in the field, a spokesman told BROADCASTING • TELECASTING. The spokesman also said full employment and skilled personnel are deemed important because of the part played by radio-TV technicians in civil defense.

It has been pointed out that regional offices of the VA were in disagreement with the Washington office on the February ruling. In 1948, the VA had ruled the field as avocational but then reversed itself. One regional office, in Dallas, categorically refused to go along with the latest VA order, it was disclosed.

A peculiarity pinpointed by the committee is the VA practice of discounting an entire curriculum, which may be made up of a majority of radio-TV engineering and other technical courses but which includes a course or two on radio announcing.

A committee report may be forthcoming in a few weeks, it was predicted, challenging the VA ruling.

WNJR Newark airing *Peace in Korea*, half-hour recorded roundup of cross-section opinion about effects of proposed cease-fire agreement in Korea.

RALSTON RESIGNS

To Join Screen Assoc.

GILBERT RALSTON will resign as executive producer of Procter & Gamble Productions Inc., Hollywood, to head up the recently-formed television division of Screen Assoc. Inc., Beverly Hills, Calif. Currently working on P&G's *Fireside Theatre* television film series, Mr. Ralston will leave for his new post when he has fulfilled his commitments for Procter & Gamble, probably sometime this fall.

He has been with the *Fireside Theatre* unit since he organized it approximately 3½ years ago. Prior to that he was for six years head of night time radio for P&G in Cincinnati and Los Angeles. Previously he held a similar post with Compton Adv., New York and Los Angeles, for three years.

The new television operation plans to go into full-scale production of television films in the near future. Headquarters are at 328 S. Beverly Drive.

Principals in Screen Assoc. Inc. are Ralph E. Stolkin and A. L. Koolish, Chicago; Ray Ryan, San Antonio; Sherrill C. Corwin, Los Angeles; Irving B-J Levine, New York and California attorney; Jacques Braunstein, attorney and CPA.

WPOR MOVE

Changes Frequency, Studios

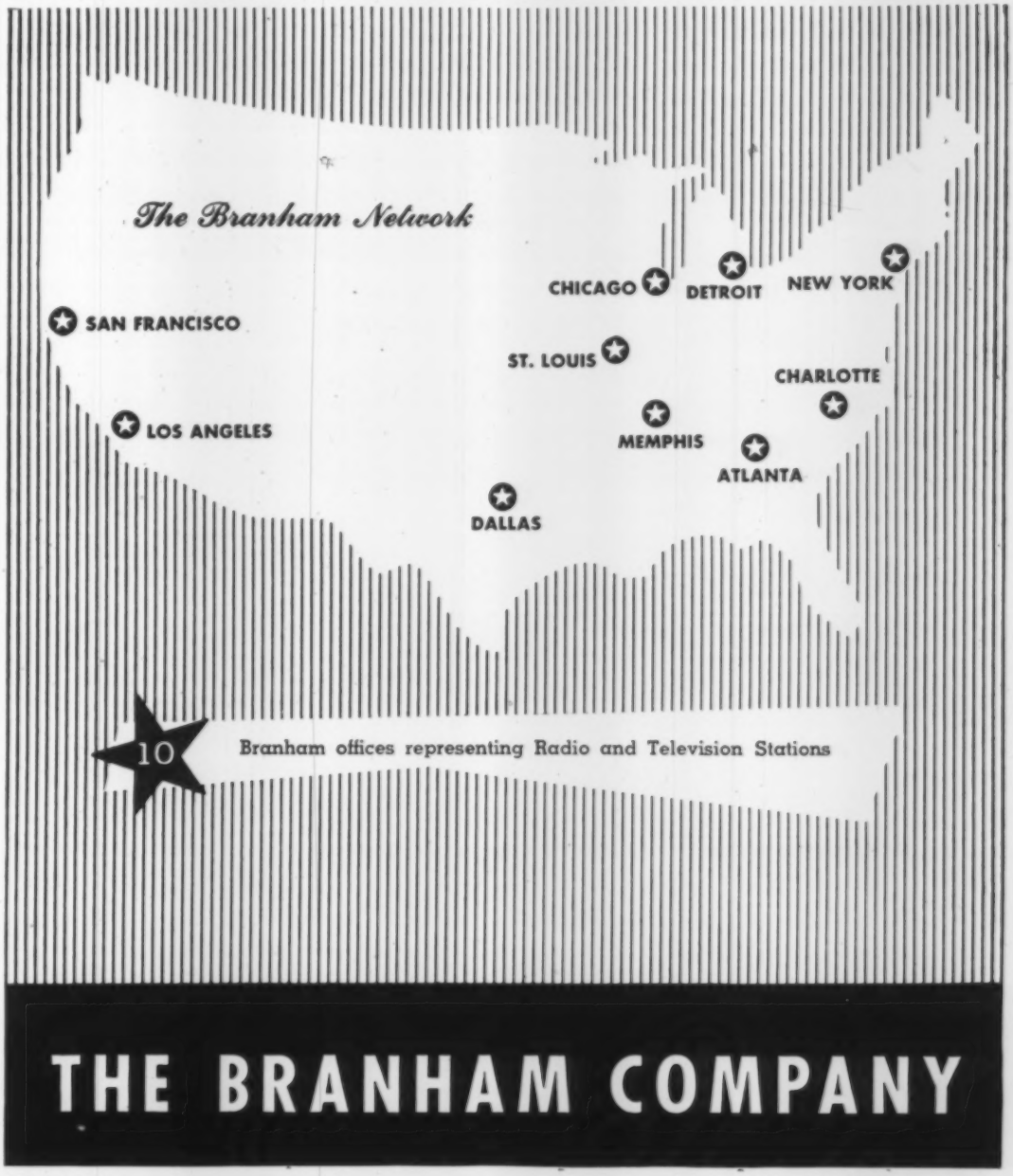
WPOR Portland, Me., began operating last Wednesday on a new frequency, 1490 kc, following FCC approval a fortnight ago of its $22,000 purchase of WMTW Portland's facilities [BROADCASTING • TELECASTING, July 23].

In announcing the shift, which makes WPOR the ABC and Yankee-Mutual outlet in Portland, Harold H. Meyer, president and general manager of Oliver Broadcasting Co., the licensee, said the station will continue to use its own call letters. It also will continue to operate its 250 w transmitter. However, the station has moved to modern studios, located in the Chapman-Arcade Bldg. WPOR formerly operated on 1450 kc.

Mr. Meyer did not specify what disposition would be made of WPOR's former facility.

AM With TV

THAT radio and TV can coexist on a competitive basis was further demonstrated last week in an application filed by WBIW Bedford, Ind. for transfer of control [See FCC ROUNDUP]. The station's request included a statement that "WBIW has succeeded in spite of the fact that the smallest city in the world with a television station is located some 20 miles away (WTTV (TV) Bloomington, Ind.) and not only is television successfully received in this community, local merchants can advertise on television due to the fact that WTTV's rates are probably the lowest of any existing television station. We believe this situation is unprecedented." WBIW is a 250 w fulltimer, on 1340 kc.



Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

HOME FURNISHINGS SALES OF $37,378,000*

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by: HEADLEY REED CO.

DENIES WDZ BID

For Fulltime on 610 kc

CHANGE to fulltime operation on 610 kc with 1 kw-DA by WDZ Decatur, Ill., now operating on 1050 kc with 1 kw-D, was denied in an initial decision last week by FCC Hearing Examiner Hugh B. Hutchison.

At the same time, the application of Negro-owned Afro-American Broadcasting System Inc. [BROADCASTING • TELECASTING, Dec. 27, 1948; Dec.15, Nov. 24, 1947] for a new station in Chicago area's Hopkins Park on 610 kc with 1 kw unlimited was denied by default.

Denial of WDZ application was based on "particularly severe" interference the proposed operation would give to service areas of WHKC Columbus, Ohio; WTMJ Milwaukee and WMT Cedar Rapids, as well as the interference it would receive in its own service area from these stations.

". . . Upon an overall basis, approximately 2½ times as many listeners would be deprived of existing broadcast services from various sources as would benefit from the new broadcast service proposed by station WDZ," the initial decision concludes.

Subsidiary issue of possible duopoly between WDZ and WMBD Peoria was resolved in favor of the applicant. Although Charles C. Caley is president and 20.5% stockholder of WDZ and vice president and 25% stockholder of WMBD, the hearing examiner concluded Decatur and Peoria were sufficiently distant to rule out conflict with the duopoly regulation.

ABC HOLLYWOOD

Radio to Interim Quarters

TO ACCOMMODATE increasing television activity, ABC radio personnel quartered at the network's Hollywood Television Center, have moved to temporary offices at the ABC Vine St. Bldg.

Move involves Francis H. Conrad, director of radio for the Western Division and manager of KECA; Amos Baron, Western Division radio sales manager, and Ned Hullinger, station relations manager.

Vine St. Bldg. is being remodelled and enlarged to eventually house the network's entire radio personnel in that city.

NBC Show to Europe

NBC *Double or Nothing* daytime quiz program Aug. 10 leaves for a three-week tour of military installations of European Theatre of Operations under USO Camp Shows Inc. Broadcasts will be taped daily from various points in England, France, Austria and Germany and flown back to New York for release on NBC. Walter O'Keefe is m.c. of the half-hour program.

MILLER Brewing Co., Milwaukee, adds 1951 games of Philadelphia's pro football Eagles on WCAU Philadelphia to its sponsorships. Arrangements are checked by (l to r): Seated, Vince McNally, Eagle gen. mgr.; Bo McMillin, head coach; Vernon S. Mullen, Miller adv. mgr.; standing, Roger Heiple, Miller eastern dist. mgr.; C. A. Mathisson, pres., Mathisson & Assoc., agency.

ED RINKE, pres., Metropolitan Detroit Chevrolet Dealers Assn., finalizes association sponsorship Michigan State's full grid schedule on WKMH Detroit. Standing (l to r): Tom Adams, Campbell-Ewald acct. exec.; Jack Davidson, WKMH sales rep.; and George Miller, station sls. mgr.

HALF-HOUR daily of the *Bill Gordon Show* on WHK Cleveland is approved by James B. Flanagan (l), adv. and sls. prom. mgr., Pick-N-Pay Super Markets. Contract is 52 weeks, Mon. through Fri., 9:15-9:30 a.m. and 3:15-3:30 p.m. At right is William K. Brusman, WHK acct. exec.

TED OBERFELDER (l), gen. mgr., of WJZ New York, Herb Sheldon and Bob Bories (r) exchange congratulations after negotiating for the Sheldon early morning show, packaged by Mr. Bories. Show starts on WJZ Aug. 13, 6:30-8:15 a.m., Mon. through Fri.

COLORADO National Bank renews for third consecutive year local sponsorship of *CBS World News* thrice weekly on KLZ Denver. L. to r.: Phil Gray, Gray Adv. Agency, Denver; Harker Spensley, KLZ acct. exec.; and W. L. Robertson, bank vice pres.

ACROSS-the-board newscast sponsorship on KLRA Little Rock, Ark., is undertaken by Old Golds. Seated is Ed Primus, dir. of merchandising, P. Lorillard Co. Standing (l to r): W. V. Hutt, KLRA gen. mgr.; John Hope, dist. sales mgr. for Old Golds; and Thaine Youst, Lennen & Mitchell.

DRUG Rx BILL

Manufacturers' Compromise Voted By House

A FAR-REACHING bill, which conceivably could mean the loss of millions of dollars of advertising revenue involving the sale of certain proprietary drugs, precipitated a heated controversy on Capitol Hill last week.

The House adopted a manufacturers' "compromise," defeating a proposal which would have empowered the Federal Security Administration's Food & Drug Administration to list those drugs which may be sold only on prescription. The measure, as sent to the Senate, now gives manufacturers the right to define so-called Rx drugs.

The measure (HR 3298) was introduced by Rep. Carl Durham (D-N. C.) and reported with amendments by the House Interstate & Foreign Commerce Committee after prolonged hearings. A companion piece (S 1186), authored by Sen. Hubert Humphrey (D-Minn.), pends before the Senate Public Welfare Committee, which last week scheduled hearings.

As reported by the committee, Federal Security Administrator Oscar Ewing could list a drug in the prescription or Rx category without calling a hearing. "Interested parties" could have petitioned for hearing and rehearing and, failing that, take recourse to district and circuit courts and, finally, The Supreme Court.

Draws Fire

The Humphrey-Durham bill drew stinging attacks on the floor from anti-administration sources, ranging from charges of "socialized medicine" to claims that "the proprietary industry can consider itself on the way out" if the bill were approved by the House and Senate.

The stricken provision had defined as prescription drugs those which are "safe and efficacious for use only after professional diagnosis by, or under the supervision of, a practitioner licensed by law." The bill would amend Sec. 503 (b) of the 1938 Food, Drug & Cosmetic Law.

Manufacturing and proprietary groups fought the new legislation as a serious threat. Additionally, some authorities pointed out that the committee version would have entailed an appreciable effect on across-the-counter drug sales and current advertising practices.

Drug manufacturers have been among the top radio network advertisers in recent years. As the bill was reported by the House committee, it was feared, numerous products could be taken off the open market and labeled prescription items with the Rx legend.

The proposal was offered as a "public health" measure designed to relieve druggists of certain responsibilities and define others, such as legalizing oral prescriptions and establishing the right to so-called ad-lib refilling of others for non-Rx drugs.

SALE TO ROYAL

Planned by Gen. Entertainment

PLANS for the sale of General Entertainment Corp., New York radio transcription firm, to Royal Entertainment Corp., New York, for $20,182, which will permit payment of 5% of the claims of general creditors of General Entertainment, have been announced. General Entertainment is the outgrowth of a firm organized by Howard G. Barnes, formerly vice president in charge of radio and television for Dorland Inc., when he acquired Kermit-Raymond Corp. and Transcription Broadcasting System in the fall of 1949 after making a deal with creditors of those two firms.

Spokesmen said the pending sale of General Entertainment is being made because "the committee representing the creditors [of Kermit-Raymond and TBS] requested that Mr. Barnes make an arrangement whereby his obligations to these creditors may be retired, and leave Mr. Barnes in a position of control without the obligations of the old corporations."

Stations and agencies using transcription properties involved in the sale, the announcement said, "will continue to receive uninterrupted service."

WMAQ Goes 24 Hours

FIRST regularly-scheduled 24-hour operation began for WMAQ, NBC's M & O station in Chicago, July 31, with a five-hour early-morning disc show. WMAQ remained on the air fulltime for three months early in World War II, but this is the first time in its 29-year history that the schedule has been adopted permanently. Dirk Courtenay, freelance announcer and disc m. c., handles the six-a-week stint from 1 a.m. until 6 a.m. The sponsor is Polk Bros. Central Appliance & Furniture Co.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

Advertisement

From where I sit *by* Joe Marsh

A Tonic For The Missus

The missus came marching in with a new hat yesterday. She was as happy as a circus poster.

I've learned one thing about the hats she buys. A hat is a tonic to her. If she's feeling blue, nothing gives her a lift like a new hat. Now, I could trade in my old grey fedora without raising my blood pressure a notch. But I'll admit that more than once I've bought a new briar pipe I didn't need—just because life was getting a little bit monotonous.

With Buck Howell it's something else again. When Buck is feeling low, he gets over it by blowing on a broken-down clarinet he hasn't mastered in twenty years.

From where I sit, different people are *always* going to respond to different things in different ways. So let's keep a friendly understanding of what other folks get out of a new hat, an old clarinet, a chocolate soda or a temperate glass of sparkling beer or ale now and then.

Joe Marsh

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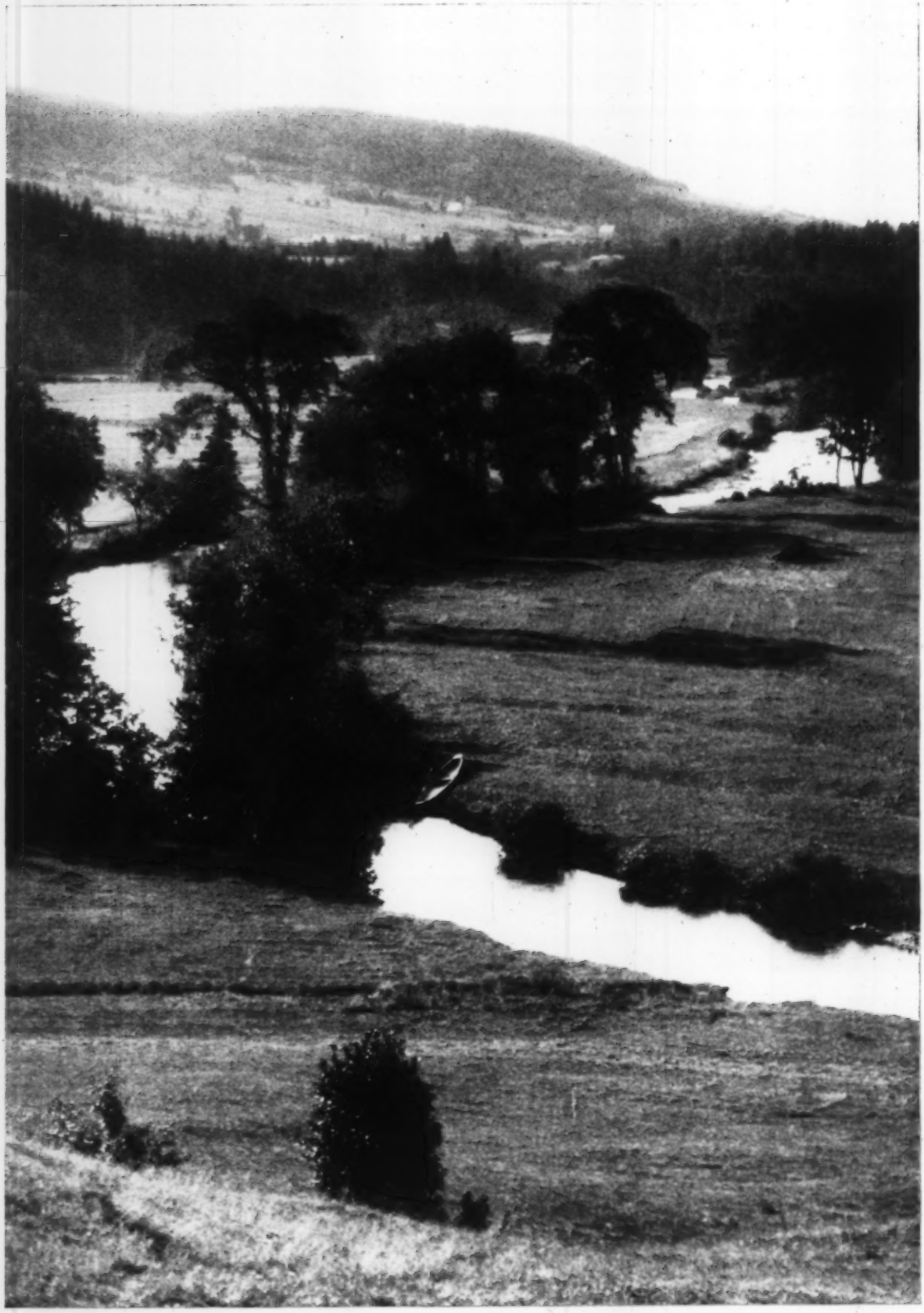


TAKE A TIP FROM MOTHER NATURE

Ever spend a few minutes standing beside a mountain stream or a brook meandering through an apparently level meadow and wonder why it chose that exact spot to build its course?

The answer is simple... and it points a moral to radio time-buyers. Mother Nature never does things the hard way. She follows the line of least resistance to solve her problems with a minimum of fuss and bother.

Wise time-buyers can take a tip from Mother Nature and follow the line of least sales resistance in the seven rich markets where FORT INDUSTRY stations are located.

Like the mountain stream and the brook in the meadow, your message on any or all of the seven FORT INDUSTRY stations follows the line of least sales resistance to the loyal, responsive audiences that have been built by years of broadcasting in the public interest.

Check the stations listed below and make sure they are on your schedule. You'll be glad you did.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WWVA, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WSAI**, Cincinnati, O.
WSPD, Toledo, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

editorial

CBS 'P' Award

ASIDE from its announced objective of building audience, the huge promotion campaign which the CBS Radio Division is undertaking may, we venture to predict, achieve another but equally important purpose of encouraging advertisers to revise their belief that radio is at the end of its rope.

Advertisers cannot help but speculate whether, if CBS radio were feeling sick, it would be spending so much time and money to advertise its ills.

As Frank Stanton, enterprising CBS parent-company president, said recently, emotion governs much of the advertising buying these days. The whirlwind campaign planned by CBS is bound to have an emotional impact on those advertisers who, more because of passion than because of reason, have discounted radio.

While it does not mean that so great a sum is being spent out of pocket, the campaign will use $8 million worth of time and space. The CBS radio promotion and the considerable campaigns that NBC and ABC are planning for the fall are most encouraging.

An $8 million campaign is big in any league. We suspect that this one will do much not only for CBS but for all radio.

TV Stitch in Time

THE establishment of a committee of practicing telecasters to act as a board of review over program standards is, to our mind, the most practical proposal yet advanced to assure the intelligent self-regulation of television.

Not all the other matters now under consideration by the NARTB's Television Program Standards Committee, however, seem as promising. In particular, the apparent determination of this committee to write out a formal code of standards for TV does not strike us as well-reasoned, unless, of course, the committee despairs of assembling a competent membership on the board of review.

A board composed of men of good taste would have scant use for a codified list of specifications as to what is and what is not objectionable. Indeed a code of fixed principles could be more of a hindrance than a help, since codes are more apt than not to encourage such concentration on their strictures that artistry suffers unnecessarily.

We suggest that the standards committee devote its concentrations to the organization of the board of review and a plan of its functions. Such a board, we think, should extend its activities beyond the narrow scope of reviewing programs. It should act as a spokesman body for television on questions of program standards. In case of unjustified attack, the board should serve as a defense counsel for television. It should be the repository of full information as to what is actually on the air.

The standards committee, under the energetic chairmanship of Robert D. Swezey, is blessed with favorable times in which to do its work. For the moment, at least, no strenuous attacks are being made against TV, and hence the committee can conduct its deliberations in a reasonable atmosphere. So blessed, it should use its time to evolve a workable plan for the operation of a board of review, unencumbered with useless codes and free to exercise its good judgment in helping telecasters to keep their programs clean but not to the extent that the art is scrubbed out of them.

Pratt: Statesman, Engineer

A DISTINGUISHED scientist and engineer—Haraden Pratt—becomes the first telecommunications advisor to a President of the United States in the 176 years that we have been a sovereign nation. Whether he will become the first man in telecommunications only time will tell. The opportunity is there.

In making the appointment, the President selected the more innocuous of two recommendations of the Communications Policy Board he had created last year, headed by Dr. Irvin Stewart, a member of the original FCC. This temporary committee had recommended (1) a three-man Policy Board, which could have had the ingredients of a "super-FCC," or (2) an advisor. Succinctly, the task for either would be the formulation of national policy on frequency assignments as between government and private users and the operation of communications systems by government agencies, primarily the military.

Until now, it has been a one-way street. Through the Interdepartment Radio Advisory Committee, the military has preempted the blocks of channels it wanted—whether it used them or not—and private users, via the FCC have been battling it out for the residue. Hence there's always been a shortage for private users. And there never has been a more excruciating one than exists today in television.

Our Presidents, heretofore, have been rubber stamps in communications matters. The one possible exception was Hoover, himself an engineer. A President could not be expected to be familiar with the intricacies of allocations. Hence, IRAC has in effect exercised the tremendously important powers of frequency allocations for government use vested by law in the President.

The Stewart Committee called for "better management of spectrum allocations." Implicit in its comments was the conclusion that more space could be found for essential private services—such as television—if the IRAC did not have *carte blanche*. Mr. Pratt will sit between IRAC and the FCC. He will be a member of the President's official family. He will be in a position to command the government agencies to justify their requirements and he will know what their needs are, because he has served as a communications advisor to the military and to other government agencies. Out of this *could* come the availability of more channels for both TV and radio for the public's benefit. Some estimate an increase of possibly 50% in spectrum space.

Mr. Pratt is a scientist and engineer. He has had vast experience as a top engineering executive of IT&T and its subsidiaries. He has been honored with the presidency of the Institute of Radio Engineers, and has served as its secretary for nearly a decade. Some question may be raised whether his background, admittedly distinguished as an engineer, qualifies him to sit at the right arm of the President on high public policy in the tremendously important field of telecommunications.

Those who have known Haraden Pratt over the years say unequivocally that he has the capacity. They regard him as a statesman among engineers. They have seen him arbitrate many a conflict. Their concern is not his ability, but his frail health, which forced his retirement from the top IT&T engineering command several years ago. But back into harness he went on classified government communications missions.

His is a big assignment. We wish him well.

our respects to:

VICTOR WHITMAN KNAUTH

NEW HAVEN, Conn., a conservative community dominated by a creaking newspaper monopoly, has, within the past two years, been jarred by the brash voice of a radio station that dares to cover the news and editorialize about it—not always to the liking of the newspapers.

It is no accident that WAVZ New Haven, a 1 kw daytimer, has become known as "A Newspaper of the Air." Victor Whitman Knauth, co-owner and president of the station, is a former newspaperman whose experience ranges from covering local murders to interviewing Leon Trotsky back when he was not only alive but a top dog in the USSR.

Born in New York, Mr. Knauth entered Harvard U. after attending New York City elementary schools and Collegiate School. He left Harvard at the end of his second year and, as a member of the National Guard, went off to the Mexican border to chase Pancho Villa.

Later he went to France with the 26th Field Artillery, a part of the famed Yankee Division, and fought in the Chemin des Dames and Meuse Argonne offensives of World War I.

Returning home from the war, Mr. Knauth took a job as a reporter on the Springfield, Mass. *Daily News*. The first morning on his new job he was sent out to cover a murder. "Right then," he recalls, "I decided that newspaper work was mighty wonderful."

A yen to see the country took him to Santa Barbara, Calif., where he worked as a reporter on the *Daily News*, and then to San Francisco where he joined the *Chronicle*. This was in 1920-21.

Radio was then a novelty, and it struck the adventurous fancy of Mr. Knauth. He started a question-and-answer column on radio for the *Chronicle* in which, with the aid of an engineer, he dealt with the intricate problems that readers reported having with the cantankerous crystal sets of those days.

He also started a radio program for the paper—to his knowledge the first of its kind on the West Coast. The program consisted of newscasts and interviews with celebrities who came to San Francisco.

Mr. Knauth's next move was to New York where he became a feature writer for the old *New York World*, the workshop of such journalistic greats as Walter Lippmann, Heywood Broun, Franklin P. Adams and Frank Sullivan.

Then Europe again, this time as a civilian. He worked with United Press in both London

(Continued on page 53)

Salesmaker to the Central South

By concentrating over half his entire advertising budget on WSM during the last six years, a Southern flour miller has expanded his sales area to 18 states and production from 160,000 units in 1945 to 410,000 units in 1950.

Radio Stations Everywhere But Only One...

WSM
NASHVILLE

with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY & CO., *National Representatives*

front office

ED ALLEN Jr., announcer NBC Chicago, resigns to become president and general manager of WDOR Sturgeon Bay, Wis., of which he is part-owner.

WILLIAM A. MORRISON, vice president Sidney Garfield & Assoc., S. F., to Free & Peters, radio and TV representative, as manager of San Francisco office.

MARCEL E. (Yippy) CAILLIET, account executive W. H. Male Adv. Ltd., Honolulu, appointed sales and promotion manager KIKI same city. Mr. Cailliet directed advertising and public information activities of many leading Honolulu wholesale and manufacturing firms while at Male Adv.

Mr. Cailliet

ROLLAND REICHERT named radio recording sales representative NBC Chicago, replacing J. RICHARD LOUGHRIN, named to NBC spot radio sales staff. Mr. Reichert's work as assistant to program manager has been taken over by DOROTHY HORTON.

ROBERT J. CROSSWELL, NBC New York, to radio sales department WFIL Philadelphia.

G. E. (Buck) HURST, Clark & Assoc. S. F., to KCBS San Francisco as national advertising representative.

JAMES S. POLLAK, TV program manager WJZ New York, to ABC Central Div., in same capacity.

H-R REPRESENTATIVES, N. Y., named as exclusive representative in national spot field for WNAC-TV Boston.

HENRY S. MELHADO, advertising-sales department *Esquire* Magazine, to sales staff WMGM New York.

LOWELL JACKSON named network radio account executive ABC Chicago. He is former partner in Chicago radio-TV package firm and officer of Monogram Productions.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for all areas outside 11 western states for KCSJ Pueblo, Col. KEENAN & EICKELBERG, S. F., will be KCSJ's exclusive representative on West Coast.

Personals . . .

LOUISE T. STEINMAN, minority stockholder in WGAL Lancaster, Pa. (4%), WKBO Harrisburg (5.2%) and WDEL-AM-FM-TV Wilmington (1.6%), and T. Peter Ansberry, announce engagement. They will be married Sept. 15. . . . Dr. CLINTON H. CHURCHILL, president and general manager WKBW Buffalo, and Frances G. Mack, married in Buffalo. . . . ERNEST FELIX, acting manager ABC Western Div., named chairman of the day at Los Angeles Advertising Club luncheon meeting tomorrow (Tuesday). MITCH De GROOT, ABC advertising and promotion manager, N. Y., is guest speaker.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

MACGREGOR EDIE, account executive KNBH (TV) Hollywood, father of boy, July 20. . . . S. R. SAGUE, president and general manager WSRS Cleveland, sailed Aug. 4 to Europe for month. . . . RICHARD COLBURN, account executive WTMA Charleston, S. C., father of boy, Richard Jr., July 23. . . . WAYNE SANDER, manager KCNA Tucson, elected president Tucson Sunshine Climate Club.

EARLE C. ANTHONY, president KFI-AM-TV, elected to executive committee Los Angeles Better Business Bureau. . . . HARRY SYMONS WHITE, manager KWTC Barstow, Calif., and Shirley Ruth Christenson, were to be married Aug. 5. . . . CARROLL MARTS, manager MBS Central Division, vacationing in northern Canada. . . . J. T. SNOWDEN Jr., general manager WCPS Tarboro, N. C., father of girl, Martha Scott. . . . PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., elected chairman of Ouachita Parish chapter, National Foundation for Infantile Paralysis.

HAROLD P. DANFORTH, president and general manager WDBO Orlando, appointed president of local Red Feather funds drive. J. ALLEN BROWN, vice president and general manager WLOF Orlando, appointed publicity director of drive. . . . WALTER J. DAMM, vice president and general manager of radio for The Journal Co., (WTMJ-AM-TV) Milwaukee, awarded membership in United Air Lines 100,000 Mile Club. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-TV Philadelphia, named vice chairman in charge of promotion for 1951 YMCA annual city-wide membership campaign.

ROGERS NAMED

Succeeds Rosene at WSAZ

Mr. Rosene

Mr. Rogers

MARSHALL ROSENE, general manager of WSAZ-AM-TV Huntington, W. Va., resigned on Aug. 1 to become president and general manager of WNXT Portsmouth, Ohio. He will be succeeded by Lawrence H. Rogers II, who has been manager of the television station in Huntington.

Mr. Rosene was station manager of WSAZ from 1944 to 1949 when he became general manager of both the AM and TV properties. He owns a substantial interest in the new station in Portsmouth, which is expected to be on the air the latter part of August. WNXT is 1 kw outlet on 1260 kc, DA-1, and will be affiliated with ABC.

Mr. Rogers was the former promotion manager of WSAZ before becoming manager of the television property. He helped design and put the television station into operation in 1949.

Abrams Joins Staff

EARL B. ABRAMS, former editor of *Television Digest*, has joined the executive editorial staff of BROADCASTING • TELECASTING at Washington headquarters. Prior to joining the Washington-published newsletter six years ago, Mr. Abrams had been with the Army Signal Corps in an editorial capacity. He attended U. of Virginia, following his elementary and secondary education in New York City, where he was born.

OVERSEAS REPORTS

Being Made for Radio, TV

TAPE-RECORDED and film reports on activities of the North Atlantic Treaty Organization activities and, in particular, of U. S. troops under Gen. Dwight D. Eisenhower's European command will be made available to radio and television networks late next month.

A special three-man radio-TV crew from the Defense Dept.'s Office of Public Information left the U. S. July 20 for a one-month stint at the Paris headquarters of SHAPE (Supreme Headquarters for Allied Powers of Europe). Unit will work under the direction of Brig. Gen. Charles Lanham, chief of public information for SHAPE.

The group includes Maxwell Marvin, special reporter, and S/Sgt. Ray Krueger, engineer, both of the Radio-TV Branch, and Sgt. Ralph Santos, cameraman, as well as other reporters and still and motion picture cameramen. Sgt. Santos will take special TV footage with a 16mm sound camera.

The mission will fulfill a "definite need" for more complete information on the European theatre, including coverage of the North Atlantic Treaty Organization—nations, according to Clayton Fritchey, director of OPI, Defense Dept. Reports also will be used on the military's *Time for Defense* (ABC) and *Pentagon-Washington* (DuMont TV Network).

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Respects

(Continued from page 50)

and Moscow, interviewing top European statesmen, including Mr. Trotsky.

After a few years, he returned to this country and joined the firm of Ivy Lee, working in public relations for George Washington Hill's campaign for Lucky Strike cigarettes, "Reach for a Lucky Instead of a Sweet."

At Ivy Lee he and two partners founded *Omnibook* magazine of which he is still an editor.

The main influence which prompted Mr. Knauth to purchase WAVZ was his strong belief that newspapers in New Haven amounted to a monopoly and he regarded this as an unhealthy situation.

In July 1949, he and Daniel W. Kops bought WAVZ. Mr. Knauth divides his time between WAVZ and *Omnibook* and Mr. Kops devotes fulltime to the 1 kw station, as co-owner, vice president, general and promotion manager.

The two men believe they have restored competitive reporting to New Haven. WAVZ has given strong support to civic campaigns in editorials over the air.

Alarm System

Similar to newspaper operation, the WAVZ newsroom is equipped with a bell connected to the city fire alarm system. Every alarm is aired immediately and a WAVZ reporter rushes to the scene of fires and major accidents with a tape recorder.

Schools are of particular interest to this "Newspaper of the Air." Notable was its campaign for rebuilding a $1½ million school in a Negro underprivileged neighborhood. WAVZ also broadcasts a series of programs into local classrooms which are a part of the schools' curricula.

Youth problems exist in most communities. WAVZ tackled New Haven's by starting its own Boy Scout Troop, staffed by station personnel, and using its studios as a meeting house.

The restoration of competitive reporting has not endeared the station to local newspaper publishers. The local papers will not carry radio listings and will not permit any of their advertiers to insert references to WAVZ programs.

To counteract this, the station has distributed thousands of badges —"Listen to WAVZ—1260 on the dial"—which may be seen on beanie caps of New Haven youngsters.

Mr. Knauth believes "radio can do a great deal more than it has been allowed to do in digging itself into a community. It can make itself just as important, and trustworthy as a newspaper."

"We at WAVZ think that daytime AM radio is going to continue for a long time, if it performs a local service." Meanwhile, WAVZ has on file with FCC an application for a TV station.

What's more, WAVZ is a profitable organization, says Mr. Knauth. "The audience slowly began to find out about [the station] and our unexpected news bulletins kept them alert. And the more people became interested in us, the more we attracted our local advertisers."

Mr. Knauth is a member of the Harvard Club of Yale and the Harvard Club of New York. His only hobby is sailing and he has made the trip to Florida twice.

Mrs. Knauth, the former Marjorie Lord Strauss, is an M. D. During World War II when there was a shortage of doctors, she rehung her shingle in their home town of Wilton, Conn. They have two children, John, 16, and Mary, 14.

Mr. Knauth wishes that more stations would be established for the purpose of breaking up newspaper monopolies. For himself, he plans to maintain the air of a newspaper around his "Newspaper of the Air."

Favors KLOK Nighttime

NIGHTTIME operation for KLOK San Jose, Calif., has been proposed in an initial decision by FCC Examiner Leo Resnick. KLOK is now operating daytime only with 5 kw on 1170 kc. The station will use 1 kw at night if the proposed operation is given final approval by the Commission. The hearing examiner's findings were that KLOK would not interfere with any other station and provide interference-free service.

ROYAL RETIRES

NBC Lauds Executive

JOHN F. ROYAL, one of the last of NBC's old-guard executives, retired from active service as a vice president last Wednesday (Aug. 1), in accordance with the company's retirement plan, but will continue to serve the network in a consulting capacity [BROADCASTING • TELECASTING, June 25].

Mr. Royal

Recognized as one of the nation's great showmen, Mr. Royal has been with NBC for more than a score of years. His retirement—he reached NBC's retirement age of 65 on July 4—evoked this statement from President Joseph H. McConnell:

"Mr. Royal is leaving active service with NBC to enjoy a well-earned retirement. We are indeed gratified that his services as a consultant will be available to us. His great contributions to radio and television will always be remembered by his many friends and associates at NBC as well as by the broadcasting industry. John Royal was the proponent of good, clean wholesome entertainment for the family and that policy will be continued by NBC."

Mr. Royal, a former newspaperman in Boston, served for some 20 years with B. F. Keith, the vaudeville promoter and the Keith-Orpheum theatre organization before joining NBC. As manager of the Keith Hippodrome in Cleveland he experimented with local radio programs and in 1921 was presenting major attractions on WHK there. He left the Keith organization to become general manager of WTAM Cleveland, and was holding that post when NBC bought the station.

He became program director for the network a short time later and was advanced to vice president in charge of programs in 1930. He became vice president in charge of television in 1944, and later was named a staff vice president. In addition to his contributions in radio and television, he was a pioneer in the international broadcasting field.

Interviews Fellows

TWO Australian broadcasters are currently in the United States making tape recordings for use on 4KQ Brisbane. One of the recordings made by Les Andrews, 4KQ general manager, and Peter Clark, commentator, was an interview with NARTB President Harold E. Fellows. Others were devoted to talks by U. S. labor leaders. 4KQ is a commercial station financed by a labor federation in Brisbane.

Our belief

Free speech is a most cherished right . . . and the welfare of America depends directly upon the expressions of its people.

Our belief in action

Every Saturday, WGAR broadcasts "Ask City Hall" to bring to hometown listeners the news and actual voices of the persons responsible for community service and government. A station, to be valuable to its advertisers, must render such vital service to its community . . . must keep its mike open for discussion by a free people.

WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Company

RADIO - America's Greatest Public Service Medium

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

BOYCOTTS

NLRB May Restrain Unions

PROSPECT that radio-TV broadcasting unions may be restrained from engineering sponsor boycotts in cases where petitions for elections pend with NLRB was held out last week by industry legal authorities.

The issue was raised in a labor case involving the Hoover Vacuum Co. and the dealing with product boycotts as a union weapon. The 6th Circuit Court for Cincinnati held that the product boycott called by the union was "unlawful" and ruled that the firm was legally justified in discharging employes connected with the action.

The decision draws a distinction between union authorization of such a boycott in cases involving pendency of petitions for election and others touching on normal collective bargaining relations. The ruling did not condemn sponsor boycotts *per se* and the board predicated it on the basis of inherent facts in the dispute.

Industry authorities noted that AFRA and IBEW have, in the past, called product boycotts as a means of persuading employers in instances involving petitions for elections.

Two other NLRB actions also commanded the attention of legal authorities in the past fortnight:

● A ruling which declares invalid all union shop elections held by affiliated unions of parent federations prior to effective dates involving compliance with the non-Communist affidavit procedures of the Taft-Hartley Act.

● A decision spelling out that "assessments" levied by unions are not the "periodic dues" employes are required to pay to retain their jobs under a union shop agreement.

The latter ruling recalls the case of Hollywood Producer Cecil B. DeMille, who in 1944 refused to pay a $1 assessment levied by a union of radio performers (x x x) and was expelled from membership. Mr. DeMille was compelled, of course, to relinquish his job as producer of the *Lux Radio Theatre*.

Taking cognizance of the DeMille incident, NLRB stated that since "Congress intended to eliminate the non-payment of assessments, as such, as a basis for discharge of employes . . . it is our duty to follow that intent."

The decision prohibits the discharge of employes under a union shop "for reasons other than the failure of the employe to tender the periodic dues and the initiation fees uniformly required as a condition of acquiring or retaining membership."

The other NLRB decision, involving non-Communist affidavits, applied for the first time the recent Supreme Court ruling which, in effect, stated that the provision governed parent unions and not alone affiliated and independent organizations. NARTB has counselled broadcasters, however, to re-examine their own bargaining agreements.

The action invalidates over 4,500 pacts negotiated by various CIO and AFL unions, including AFRA and IBEW, previous to Dec. 22, 1949 (for CIO), and Nov. 7, 1947 (for AFL). Authorities felt, however, that the ruling would have little effect on agreements entered into with broadcasters.

Specifically, affiliate union pacts containing union shop clauses authorized by ballotting prior to those dates are affected. Additionally, the contracts will not be adjudged by the board as bars to new tests of majority representation in any shop.

In a recent case involving WARL Arlington, Va., NLRB held that the non-Communist affidavit provision did not apply to officers of the CIO and the AFL but only to those of independent and affiliated groups.

Union Shop Clause

Under the Taft-Hartley Act, a union shop clause—one requiring union membership after 30-days—can be incorporated in a bargaining contract upon agreement by a majority of employes. Unions not complying with the non-Communist provision are denied benefits of the labor board, including a request for a union shop vote under NLRB auspices.

AFRA DC UNIT

Would Change Amendment

WASHINGTON branch of the American Federation of Radio Artists has submitted a proposal for two changes in the AFRA anti-subversive amendment, on which voting was slated to close July 28.

The proposal will be presented before the AFRA national convention Aug. 9-12 following announcement of the results of the balloting, which was conducted by mail.

The original amendment bars all persons who were members of the Communist Party or any affiliated organizations, retroactive to Dec. 31, 1945, and establishes the subversive list compiled by the U. S. Attorney General as its criterion.

The Washington proposal seeks to eliminate the retroactivity clause and to remove the Attorney General's list as a reference for any barring action.

BRAZIL FREEDOM

Radio Assn. Pledges Vigilance

A PLEDGE to exercise "strict vigilance over its rights and freedom which the Constitution grants to all Brazilian citizens" was given to members by the Brazilian Radio Assn. following a recent meeting devoted to study of new radio broadcasting and communication regulations.

In a statement issued by the board of directors to its members, BRA referred to a recent executive decree on communications and stated its position "as a representative association embodying elements of all opinions."

BRA said it was not possible for it to consider the decree "within its political or juridical province exclusively" as to "the interests of those working in radio broadcasting." Directors will make known their views to a commission which will draw up proposed legislation pertaining to the Brazilian radio code. Opinions and demonstrations by directors of BRA are exclusively "personal" and do not reflect the views of BRA, the announcement added.

FLOOD SERVICE

Stations Continue Aid

THOUGH the flood waters have subsided, radio stations continued their service to victims through the period of rehabilitation.

In cooperation with the American Red Cross, WBT Charlotte, N. C., developed a campaign to aid stricken areas in Kansas, Missouri, Oklahoma and Illinois.

WBT set aside Aug. 1 as "D (for disaster) Day" when citizens of Mecklenburg County aimed at meeting a goal of $8,000 for flood relief.

Additional reports of radio's role during the deluge [earlier stories, BROADCASTING • TELECASTING, July 30, 23] trickled in last week. Among those accounts were the following:

KLWN Lawrence, Kan., was on the air 67 continuous hours, giving bulletins, aiding evacuation and reuniting families. The station also helped out other stations who for a time were knocked off the air.

KRMG Tulsa anticipated floods in the northeastern portion of Oklahoma and sent its mobile unit to Miami, Okla. Less than 12 hours after the mobile unit arrived, Miami was surrounded on three sides by water. As a result of this preparation, KRMG was able to obtain news quickly and directly from the source.

Radio advertising aided Santa Fe Railway to keep the public informed on train schedules during the flood. The railroad placed 32 spots over KFJZ Fort Worth. The announcements were phoned to Fort Worth from Santa Fe's office in Galveston.

Sabotage Booklet

DIFFERENT ways of setting up an "effective industrial defense system" are pointed out in a new U. S. Chamber of Commerce publication, *Sabotage and Plant Protection*. The 25-page booklet presents views of many top civilian and military experts on combatting sabotage. Protection of classified information, principles of plant protection, disloyal employes and the handling of saboteurs are a few of the other measures discussed in the booklet.

the facilities of

The XL Stations

constitute the dominant advertising medium in the billion dollar pacific northwest market

Pacific Northwest Broadcasters

Sales Managers

Wythe Walker — Eastern

Tracy Moore — Western

Listeners have paid nearly $1,500,000 to see THE NATIONAL BARN DANCE

(See Front Cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

RTDG BOARD

National Bargaining Urged

THE RADIO and Television Directors Guild's national board was on record last week in advocating that all future RTDG collective bargaining negotiations with networks be conducted on a national rather than city-by-city basis.

Acting at its annual meeting in New York, the board also approved a resolution condemning "kickback" or "recapture" clauses in network contracts. These were described by RTDG as provisions "under which staff directors who work on commercial programs are compelled to take a deduction in compensation," and were labeled by the board as "unsound, uneconomic, and totally without justification."

The board's actions included unanimous adoption of a statement "condemn(ing) Communism and all forms of totalitarianism without equivocation."

Described by RTDG President Dick Mack, of Hollywood, as "the most aggressive and constructive board meeting in the nine years of the guild's history," the sessions were held July 23-26 with 19 delegates from RTDG locals in six cities participating. An executive committee, created during the meeting, held additional sessions until July 28.

"We feel that the resolution calling for national negotiation is particularly significant since all contracts have been negotiated locally heretofore," Mr. Mack asserted. Local negotiation, he said, "involves considerable duplication and waste of time and money for both the networks and the locals. In the six cities in which the guild is active, most contracts will terminate in May 1952."

Committee Members

The six cities are New York, Hollywood, Chicago, Philadelphia, Washington, and Detroit.

The new Executive Committee is composed of President Mack as chairman; Franklin J. Schaffner, of New York; Gordon T. Hughes, Hollywood; Hal Miller, Chicago; and Joseph Browne of Washington, representative-at-large.

Kenneth MacGregor, New York, was elected secretary of the board and Frances Buss, also of New York, was elected treasurer. The following continue in office: President Mack; Oliver W. Nicoll, New York, first vice president; Arthur Hanna, New York, second vice president, and Hal Miller, Chicago, third vice president.

President Mack said the coming year will see "closer cooperation between the locals of the guild and intensified activity in the national office," and that a "considerable" increase in budget will permit the launching of many new national projects. More frequent meetings of representatives of the locals are planned, Mr. Mack said.

President Dick Mack and Treasurer Frances Buss check over RTDG's budget for the coming year.

* * *

Members of the national board include, in addition to the officers and executive committee, Sherman A. MacGregor, Ralph Nelson, Charles Powers, Ernest D. Ricca, and Lester Vail of New York; Max Hutto, John Guedel, and Jack Lyman of Hollywood; Alan M. Fishburn of Chicago; Shields Dierkes of Detroit, and Lee Davis of Philadelphia.

BURTON TO NPA

In Electronics Products Div.

ROBERT BURTON, former chief of the Communications Division of the Federal Civil Defense Administration, has assumed the directorship of the Foreign Section of National Production Authority's Electronics Products Division.

In that position, he will work with other branches of the Dept. of Commerce and the Dept. of State (ECA) on applications from foreign countries involving electronics equipment. Most of the work is devoted to requests for priority assistance in electronics products.

Mr. Burton, former State Dept. international frequency expert headed up communications for FCDA before that branch was combined with the Air Warning Service [BROADCASTING • TELECASTING, April 2]. He had been responsible for compiling data on the role of broadcast and other communication services in national civil defense. He was succeeded by Col. William Talbot (USAF).

New WHBF Unit

NEW 5 kw transmitter, a modern $30,000 unit, has been installed by WHBF Rock Island, Ill., replacing equipment used since 1941. The old transmitter had accumulated some 75,000 service hours in the 10-year period, according to station officials. Installation of the new unit, under the direction of Chief Engineer Robert J. Sinnett, was completed in three days without interruption of programs, WHBF reports.

POUTRIE NAMED

Gets Munitions Board Post

APPOINTMENT of Col. Clifford A. Poutrie (U.S. Army) as director of the Munitions Board's Electronics Program Division, succeeding Marvin Hobbs, has been announced by John D. Small, chairman of the Munitions Board.

Mr. Hobbs, who has headed the division for the past year setting up military requirements and schedules for electronics goods, becomes special electronics consultant to Chairman Small and C. W. Middleton, vice chairman for production and requirements. As special adviser he will help coordinate electronics programming with production resources.

Col. Poutrie has been serving as a communications instructor at the Signal Corps' school at Fort Monmouth, N. J. Previously he was stationed with the Eighth Army at Yokahama, holding the rank of commander for the signal depot.

KFUO Power Increase

KFUO-FM Clayton, Mo., installed an 85-foot eight-bay Collins antenna atop its AM tower. The installation boosts the station's effective radiated power to 6.7 kw. A 1 kw station, it also is operating on a new frequency, 99.1 mc (Channel 256). KFUO-AM-FM is owned by the Lutheran Church and is located at Concordia Seminary.

REP. BUDGE CHARGE

FCC, State Dept. Answer

CHARGE by Rep. Hamer H. Budge (R-Ida.) that the call letters of certain stations used to transmit Voice of America programs have subversive connotations has been soundly scorched by government officials.

Rep. Budge had said that the first three call letters of WRUL Scituate, Mass., mean "I lie" when translated into Russian and implied that this was more than a coincidence. WRUL is licensed to World Wide Broadcasting Corp., under Walter S. Lemmon.

Officials of FCC and the State Dept. were quick, however, to discount the inference. They pointed out that (1) Mr. Lemmon received those call letters over 15 years ago —long before the genesis of the Voice; (2) the "W" series is assigned by international treaties; (3) international broadcasting is a private operation, with State Dept. only leasing facilities and time; (4) transmissions abroad are sent minus the call letters and thus are not heard by the Russians.

State Dept. officials noted two stations beginning with WRU—WRUA and WRUL, with the "L" in the latter standing for Lemmon. WRUA is translated to mean "Radio University of the Air," while WRUL stands for "Radio University Lemmon," officials added.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

. . . in Northern Maine

WLBZ
NBC Affiliate

THE STATION MOST PEOPLE PREFER

LEADS IN AUDIENCE

	QUARTER HOURS Monday thru Friday 8.00 a.m. to 10.30 p.m.*		HOURS Monday thru Saturday 8.00 a.m. to 10.30 p.m.* Sunday 12 Noon-10.00 p.m.*	
WLBZ	38	(NBC)	WLBZ	57
Sta. A	11	(CBS)	WLBZ	21½
Sta. 2	9	(ABC)	WLBZ	18½

* Bangor Conlan March 1951.

LEADS IN CIRCULATION

	DAY	NIGHT
WLBZ*	86,140 homes	80,430 homes
Sta. A*	16,950 homes	19,710 homes
Sta. B*	65,210 homes	60,680 homes

* BMB Study No 2.

A Quarter Century of Service To Bangor and Maine Listeners

MAINE BROADCASTING SYSTEM

REPRESENTED BY
Weed & Company–Nationally Bertha Bannan–New England

*ET's

... are an important part of RCA Victor's business!

***ELECTRICAL TRANSCRIPTIONS** of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.*

Complete transcribed radio production and script-writing facilities are also available.

A-1

Quality and Service ... are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention... the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at

RCA VICTOR

Contact a Custom Record Studio today at Dept. 8-B in New York Chicago or Hollywood

Custom Record Sales

"His Master's Voice"

Radio Corporation of America RCA Victor Division

TR DEFENDS SERVICE

Answers 'Readers Digest' Article

AN ARTICLE in the July issue of *Readers Digest* describing opposition to musically-soothed rides has drawn a sharp sally from Transit Radio Inc., Cincinnati, which labeled the piece "characteristic of the most violent type of yellow journalism."

The rebuttal appeared in a review of transitcasting's current status as a result of the U. S. Court of Appeals ruling which challenged the constitutionality of the service, with particular application to the District of Columbia [BROADCASTING •TELECASTING, June 18, 11].

Referring to the "piously fraudulent assault" on transit FM, Transit Radio Inc. said it had called the attention of the *Digest* to "half-truths and omissions" but had received no answer. Additionally, it challenged the "misrepresentation" implied in a cartoon which purported to show rider disfavor, and use of certain adjectives like "captive," "blaring," "plug-uglies" and "amplified howls."

Moreover, TR charged, "the *Digest* carried no mention of the past, present and future contributions of Transit Radio to civilian defense as a means of communication in times of emergency." The transitcasting company also cited the recent flood disaster, in which the service played a vital role, and the willingness, of national civil defense authorities to take advantage of its assets.

Transit Radio Inc. authorities observed they have petitioned the Supreme Court for *writ of certiorari* and expressed hope it would be granted, with a final decision on Transit FM's constitutionality "sometime between February and June 1952." In the interim, "expansion of Transit Radio into new cities, as well as revival of others, is out of the question until final action by the court," Transit Radio stated. There has been no "noticeable" decline in sales volume since the court's ruling, authorities added.

TR also warned that advertisers "should view with alarm" implications in the decision which may portent "a direct attack on all advertising," including fields which heretofore have enjoyed "relative freedom" from attack.

DEFENSE ROLE

Cited in WWDC-FM Spots

SERIES of spot announcements pointing up the value of transit radio in the event of full-scale emergency has been launched by WWDC-FM Washington, capital outlet for Transit Radio Inc. The announcements are being aired hourly from 7 a.m. to 7 p.m. on Washington street cars and busses.

Officials of Washington Transit Radio Inc. said the broadcasts are designed to apprise the public of the importance of transit messages and are not aimed at winning public support in view of the recent U. S. Court of Appeals decision. The majority of riders in the District of Columbia already approve transitcasting, they contend.

One sample of the spot announcements being aired by WWDC-FM is the following:

If a full-scale emergency should develop, the radio-equipped busses and street cars of the Capital Transit Co. stand ready to be mobilized at a moment's notice by our civil defense officials. Directed by static-free FM radio, they could be sent wherever needed. Passengers would be provided with accurate, up-to-the minute information to avoid panic—save lives. . . .

NEW KHQ TOWER

Scheduled for Sept. 1

CONSTRUCTION on one of the largest towers in the world has begun for KHQ Spokane. The 826-ft. tower will replace one torn in half by a violent windstorm in November 1949. Costing an estimated $93,253, the tower is expected to be completed about Sept. 1.

Richard O. Dunning, KHQ president, said "the tower's half-wave design will give Spokane the tallest tower in the West, and one of the four largest in the world."

It is designed to give constant signal strength in central Washington, Montana, Oregon and Idaho.

KHQ had started construction of a new tower immediately in 1949 but it toppled over before completed. The current building started in July, Mr. Dunning reports. Prime contractor is RCA, fabrication by International Derrick & Equipment Co., Torrance, Calif., and erection by Radio Towers Inc.

Radio-TV Marathon

THE NETWORKS and five independent New York radio and TV stations participated fortnight ago in a 45-hour marathon presenting Conover TV model-actresses in appeals on behalf of United Cerebral Palsy. UCP spokesmen said stars, commentators and disc jockeys joined with network and station executives and personnel in arranging for the appearances of the models, which started at 6:30 a.m., July 22 on Bill Taylor's *Sunrise Serenade* on WOR New York and Mutual, and ended on Barry Gray's program on WMCA New York at 3 a.m., July 24. In between, spokesmen reported, there were appearances on CBS, NBC, ABC, DuMont TV Network, and WNEW, WINS, WPIX (TV), and WMGM, for a total of 35 shows.

PERFORMERS who fear tomatoes from the audience can take a lesson from Hillis Hauser, advertising manager, F. A. Read Co., Freeport, Ill., department store, who calmly carries on midst flying knives. Occasion was "Dairy Day" in Freeport, highlighted by the Jay Gould Million Dollar Circus. Series of special events shows covering the project were broadcast over WFRL Freeport by Mr. Hauser and Dave Taylor, WFRL commercial manager, under Read Co. sponsorship. Man with the knives is Tex Allen of the circus.

CHURCH WORKSHOP

Protestant Radio Course

PROTESTANT clergymen and lay leaders from more than 12 states and four foreign countries will gather today (Monday) at Butler U. in Indianapolis for a month of intensive training in religious broadcasting. They will participate in a workshop conducted by the Broadcasting and Films Commission of the National Council of the Churches of Christ in the U. S. A.

Speakers scheduled include C. E. Hooper, of the Hooperating service, and Dr. George Crowthers, director of educational broadcasting for CBS.

Advice to Politicians

POLITICIANS should use radio and television to stir up public interest in political campaigns and swell the number of voters, Dr. Ernest Dichter, psychological consultant, has said in a report sent to the nation's political leaders. Among "10 commandments" he offered for getting more people to vote were use of "top radio, television and show people (to) glamorize the whole voting process"; regular use of radio and TV by candidates, and use of radio and TV in publicizing trends toward increased interest in balloting.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

AUGUST 6, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

have you ever bought

a cumulative rating?

We don't think you have, or ever will. You buy one show, one spot to reach the *most* audience possible at the *lowest* cost. In Washington the one station that delivers more audience for more advertisers is WNBW.

WNBW leads in individually-rated quarter hours, highest-rated local shows, highest-rated network shows, highest-rated news shows—and highest-rated advertiser acceptance.

We *don't* have the highest cumulative rating—but have you ever been able to buy a cumulative rating?

Ask NBC Spot Sales to show you the latest ARB survey.

NBC IN THE NATION'S CAPITAL *WNBW*

CHANNEL 4

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Four years, University of Illinois

Five years, Blackett-Sample-Hummert

Ten years, McCann-Erickson

Free & Peters, Inc. (Chicago Office) since April, 1951

Yes, by George, it's—

GEORGE F. STANTON!

Here's an F&P Colonel who, before joining us, had spent most of his business life on *your* side of the desk. Starting 'way back in high school, George Stanton worked during the summers for J. Walter Thompson. After college, he stuck to the agency side of advertising, where he rolled up 15 valuable years of experience with two big national firms. Then, having acquired an excellent knowledge of all kinds of media, George found it easy to buy the idea of going into national spot television as a lifetime career.

Today George Stanton is our Midwest TV Sales Manager, one of the 75 *good men* (and women) who staff our seven offices, and who keep proving and reproving the magic of the F & P formula we developed back in 1932, and have "lived by" ever since . . . *good* stations + *good* men = good *service*.

Today more than ever we are convinced that this "philosophy of fundamentals" is the most important thing we have to offer you, here in this pioneer group of station representatives.

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

AUGUST 6, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TV POWER BOOSTS

FCC Issues Authorizations

A LOT of people are going to see better TV pictures than ever before.

That will be the first result of FCC's grants last week of the initial batch of requests to use full transmitter powers. Permission to use full 5 kw power (or 500 w in case of community stations) was given by the Commission in its July 26 "Fifth Report and Order," which cracked the three-year-old TV freeze [BROADCASTING • TELECASTING, July 30].

On other allocation fronts, FCC Chairman Wayne Coy revised his optimistic prediction that the freeze would be thawed by September, made July 18 to Senate Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, July 23]. And, the FCC staff was planning to issue last Friday a clarification of its "paper" hearing procedures [BROADCASTING • TELECASTING, July 30], which has proved vexatious to many attorneys and engineers concerned with protecting their clients.

First higher power grants were made Thursday to WJZ-TV WOR-TV WPIX (TV) New York, WGN-TV Chicago, KRLD-TV Dallas, KMTV (TV) Omaha, WHEN (TV) Syracuse, WHAM-TV Rochester, N. Y., WAVE-TV Louisville, WSM-TV Nashville.

Four More Granted Friday

Second batch of grants, issued Friday, included: WDEL-TV Wilmington, Del., WXEL (TV) Cleveland, WKTV (TV) Columbus, Ohio, WKTV (TV) Utica.

Since most stations were running their transmitters at less than the rated power, increases granted will measurably hike each station's effective radiated power. This will be substantial in most cases. Stronger signals not only will increase the service areas of stations, but more importantly they will "lock-in" TV sets that up to then were getting fringe reception. This is due to the fact that the signal being received at the set will be of higher intensity than before.

In addition to the 15 requests for higher powers filed with the FCC July 28-29, the following stations have also requested the same authority:

WNBT (TV) and WCBS-TV New York, WNBQ (TV) and WENR-TV Chicago, WKZO-TV Kalamazoo, WJAC-TV Johnstown, WSAZ-TV Huntington, KFMB-TV San Diego, WAGA-TV Atlanta, WHAS-TV Louisville, WNBK (TV) Cleveland, KNBH (TV) Los Angeles, WGAL-TV Lancaster, WKY-TV Oklahoma City, WNBF-TV Binghamton, WHBF-TV Rock Island, WTVR (TV) Richmond, WSYR-TV Syracuse, WWJ-TV Detroit, WBRC-TV Birmingham, WFBM-TV Indianapolis, WCPO-TV Cincinnati.

The TV freeze isn't going to be ended by September, Chairman Coy wrote Sen. Edwin C. Johnson (D-Col.) July 25, because "paper" hearings will run through Nov. 26, after which the Commission must study the record and write its final report and order.

"The time required in this connection [study of the record and writing of the final report and order]," Chairman Coy said, "will be kept to a minimum in view of the fact that we can begin preliminary analysis and evaluation of data when the first group of comments is filed."

Industry representatives agreed to dates for the proceedings at a July 20 pre-hearing conference, Coy emphasized, and there was a "clear indication . . . that the parties to the proceedings were in general unprepared to proceed faster."

Possibility that there might be some oral arguments required to be heard after Nov. 26 was also mentioned by Chairman Coy in his letter.

Flood of requests for clarification of its written hearing procedures plagued the FCC staff all last week. Major uncertainties seem to be: (1) When to file affirmative statements and when to file rebuttals to opponent's statements and (2) how much to file in the DuMont hearings due Aug. 27 and how much to file when individual city cases come up again under the geographical groupings.

Grants, Applications for Power Increases

FOLLOWING TV stations were granted special temporary authorizations by FCC last week to increase their visual transmitter powers to full 5 kw output, increasing their respective effective radiated powers and coverage areas correspondingly:

Station & City	Present Trans. Output (kw)	Effective Radiated Power (kw) From	To (Est.)
WAVE-TV Louisville	1.37	7.0	24.1
WOR-TV New York	2.04	9.0	22.0
WJZ-TV New York	0.815	3.0	18.3
WPIX(TV) New York	3.5	18.5	26.3
WDEL-TV Wilmington	0.296	0.476	1.0
KRLD-TV Dallas	2.76	15.1	27.3
KMTV(TV) Omaha	3.53	11.7	16.5
WGN-TV Chicago	1.93	11.2	29.0
WSM-TV Nashville	3.02	14.4	23.8
WHAM-TV Rochester	3.42	16.7	22.0
WHEN(TV) Syracuse	2.78	15.0	27.0
WKTV(TV) Utica*	2.25	13.0	24.85
WXEL(TV) Cleveland	4.1	21.0	25.6
WTVN(TV) Columbus, Ohio	1.52	6.0	19.7

*WKTV(TV) granted only 4.3 transmitter power.

* * *

FOLLOWING TV stations have applied for special temporary authority by FCC to increase their transmitter output powers to full 5 kw values. These are all requests on file since July 26 when FCC announced it would permit full visual transmitter powers. When granted, increases will boost stations' respective effective radiated powers and coverage areas correspondingly:

Station & City	Present Trans. Output (kw)	Effected Radiated Power (kw) From	To (Est.)
WNBT(TV) New York	1.42	5.2	18.3
WCBS-TV New York	1.875	13.7	36.5
WNBQ (TV) Chicago	3.69	21.8	23.25
WENR-TV Chicago	4.42	25.0	28.28
WBKB (TV) Chicago	2.3	11.0	25.2
WKZO-TV Kalamazoo	2.55	15.7	30.79
WJAC-TV Johnstown	3.5	6.5	9.3
WSAZ-TV Huntington	3.6	12.8	16.5
KFMB-TV San Diego	3.5	20.0	28.57
WAGA-TV Atlanta	3.4	17.77	26.4
WHAS-TV Louisville*	0.89	9.6	50.0
WNBK(TV) Cleveland	4.2	15.0	17.86
KNBH(TV) Los Angeles	2.97	15.0	25.25
KTSL(TV) Los Angeles	1.1	9.3	25.0
WGAL-TV Lancaster**	0.245	0.885	1.0
WKY-TV Oklahoma City	3.85	12.1	16.7
WNBF-TV Binghamton	2.5	12.0	24.0
WHBF-TV Rock Island	2.36	11.0	23.3
WTVR(TV) Richmond	3.53	12.16	17.2
WSYR-TV Syracuse	4.45	23.0	25.84
WWJ-TV Detroit	3.35	13.7	20.45
WTVJ(TV) Miami	0.44	2.2	16.5
WBRC-TV Birmingham	4.06	12.2	15.02
WFBM-TV Indianapolis	4.58	28.2	30.8
WCPO-TV Cincinnati	4.4	21.0	24.0
WICU(TV) Erie***	0.3	2.0	3.33

*WHAS-TV will not increase transmitter output to full 5 kw permitted, since FCC still limits ERP to 50 kw with 500 ft. antenna.
**WGAL-TV is requesting increase for aural transmitter only; visual ERP already 1.0 kw.
***WICU(TV) is asking for only 500 w transmitter power.

CONTEMPT CITATIONS

Senate May Vote

THE SENATE last week prepared to put to a vote the long-pending motion by Sen. Harry P. Cain (D-Wash.) that it "reconsider" contempt citations requested by its crime investigating committee against two TV-recalcitrant witnesses.

The move came after Sen. Cain took the floor to refute what he believed were apparent implications in an article (July 1) by syndicated columnist Robert S. Allen that he was holding up contempt citations against Morris Kleinman and Louis Rothkopf, both of Cleveland.

These men appeared before the Senate Crime Investigating Committee last March, refusing to testify because of the presence of television and also radio in the hearing room. They also balked when the committee chairman, Estes Kefauver (D-Tenn.), offered to "shut off" TV by training the cameras only on committee members. This was done but the witnesses still refused to talk, demanding that "all apparatus" be shut off [BROADCASTING • TELECASTING, April 2].

In explaining the motive for asking reconsideration of the citations which were voted by the crime committee, Sen. Cain last Monday referred to a letter, which he said was being sent to constituents who had objected to his stand after reading Mr. Allen's column. Sen. Cain wrote:

My stand on the contempt citations is prompted solely by the fact that I believe every man, however guilty he may be, and regardless of the crime of which he is accused, has a fundamental right as an American to come to trial before a fair and unprejudiced jury. . . . I moved for reconsideration . . . on the ground no proceedings ought to be taken for refusal to testify before a battery of television cameras until the issue of self-incrimination and self-protection has been decided by the courts.

In his column, Mr. Allen had alleged: "Inside fact is that certain top TV officials have secretly urged a number of prominent Senators, including members of the crime committee, not to force a court test of television's rights to broadcast proceedings without approval of participants."

Questioned by BROADCASTING •

(Continued on page 93)

Royal Furniture Sales Mushroom with . . .

'MIDDAY MERRY-GO-ROUND'

THE SUCCESS of two Cincinnati furniture store entrepreneurs in television came about quite inadvertently—of all things, through production difficulties which fouled up their first commercial.

This is not recommended as general practice to stations, but in the case of the Royal Furniture Co., of Cincinnati, the advertising message literally stumbled across the orthicons. Fortuitously, the sponsor requested and received a repeat on the commercials—and became enamored of television from there on.

The incident took place in 1949 when Graybar Electric Co., appliance distributor, bought a show developed by Wilfred Guenther, president of Guenther, Brown & Berne Inc., Cincinnati agency. Participating spots also were sold to Royal on the program, which featured wrestling from the studios of WLWT (TV) Cincinnati.

Hi Kirschner, a partner in Royal along with Albert Levine, was quick to notify the agency of the opening night production snafu, even though the firm had actually sold a set while the show was in progress. Mr. Kirschner also asked the agency to represent Royal.

Subsequent developments brought the furniture store a popular series called *Midday Merry-Go-Round*, which has mushroomed appliance sales phenomenally, and another glowing testimonial for daytime television.

Royal bought the hillbilly show on WCPO-TV six days a week, one-half hour daily, for roughly $330 per week in cooperation with Speed Queen Washer, Philco refrigerators and Raytheon television. During an approximate 12-month period, Royal reported, sales of washers, refrigerators and TV sets maintained a high level.

Analyzing the success of the promotion, Guenther, Brown & Berne Inc. noted that "several lessons" could be learned. The agency put it this way:

"Perhaps the most important point is definite proof that daytime TV is successful and does pay off. Not *all* daytime TV, of course. But certainly what has been done once may be done again many times . . . Daytime TV is a paying medium if it is handled right.

"Secondly . . . some hillbilly programs have a wide latitude of appeal to viewers other than hillbillies; and hillbilly shows, if handled right, generate a sense of loyalty in viewers that is comparable to the old time 'station loyalty' in AM radio."

What is the basis of this promotional success?

The agency used actual merchandise on the show, mounting prizes on large cardboard placards, and such giveaway gimmicks as boxes of soap flakes, an ironing board, rinsing tubs, etc.

Later, in January 1951, the format was switched with addition of two contests staged at the request of the agency. First was a "Name-the-Hound Dog-Contest," seeking a name for a beagle pup. Prizes ranged from a Philco refrigerator (with the pup thrown in) to hand irons and floor stand ash trays. Merchandise credits also were included.

Contest Draws 11,000 Entries

The contest cost only $420 weekly but drew in some 11,000 entries from 70 counties in the fertile Ohio Valley market. Total of 78.3% of the entries flowed in from the Greater Cincinnati area.

The second promotion was a hillbilly amateur contest, the winner walking off with a Philco table model TV set after a five-week runoff. The contest pulled 6,000 votes from three states. Both efforts helped allay the traditional post-Christmas buying slump.

And they served to prove that merchandising is a valuable asset in any TV venture. One part of the Royal merchandising plan entails use of life-size cutouts of Big Jim Stacy, *Midday* m.c. According to the agency, Mr. Stacy's cardboard counterpart helped to pull in customers who had seen him often on television.

At present Royal Furniture Co. sponsors *Midday Merry-Go-Round* Monday through Friday, 12:15 to 12:30 p.m.

No Drop in Sales After Time Cut

This may come as a sort of balm to rate-cut advocates, but Messrs. Kirschner and Levine curtailed their sponsorship from 30 to 15 minutes daily and dropped a Sunday 45-minute segment, 10:30-11:15 a.m. with the advent of a new rate card at WCPO-TV. There is no report that the sale of washers, refrigerators or television receivers has fallen off, however, in what must still be regarded as radio's prime time domain. And the cost of 75 minutes per week is a mere $400-plus per week on merchandise that virtually sells itself—with the aid, of course, of television's demonstrable assets.

As to viewer loyalty, Mr. Kirschner aptly illustrates this with the anecdote about the woman who telephoned from a small town for a Philco refrigerator she saw on *Midday*. Mr. Kirschner assured the prospect that the product was available and supplied directions for getting to his store.

The feminine viewer didn't think the trip was necessary, however, and added: "If Big Jim Stacy says it's a good refrigerator, send it to me!"

The life-size Big Jim placard is so realistic that Mr. Levine, a Royal partner, once brushed against it in a store and emitted an absent-minded "pardon me."

* * *

Men behind the TV success of Royal Furniture Co. gather around a couple of inanimate objects—two of the prizes offered on Midday Merry-Go-Round. *L to r: David Brown, vice president of Guenther, Brown & Berne; Jerry Cohen, Automatic Appliances & Furniture Co.; Mr. Levine; Big Jim; and Mr. Kirschner.*

AT&T ALLOCATIONS

Theatre Groups Observe

NEGOTIATIONS for the fourth quarter allocation of AT&T's intercity video transmission facilities among the four TV networks have commenced and are continuing in accordance with the schedule devised a year ago. First meeting was held July 24; next is scheduled for mid-August and the final session for Sept. 10 (21 days before the end of the quarter).

Although representatives of two theatre television groups—United Paramount Theatres and Theatre Television Network—sat in on the initial session, an AT&T spokesman made it plain that they were there as observers only. If any theatre group was asking for fulltime use of intercity facilities, its request would be considered along with those of the TV networks, he explained, and if there was any conflict the theatre group would receive equal consideration with the telecasters in its resolution. For the present, however, there has been no request for theatre TV hookups on anything but an occasional basis and occasional users cannot expect to share in the full allocations with the fulltime users.

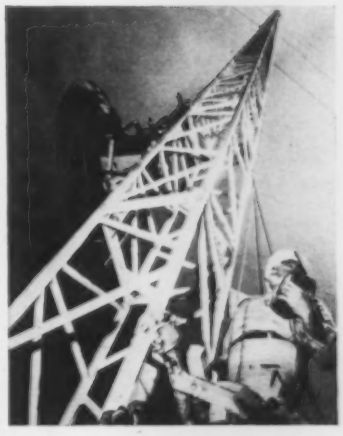
The AT&T representative pointed out that the Bell System had been able to supply the theatre-TV interests with a six-city nine-theatre hookup for the Louis-Savold fight on June 15 and with an interconnecting network of 11 theatres in eight cities for the succeeding fights whose telecast rights were secured exclusively for theatre showings on June 27 and July 12.

Presumably the phone company will be able to do as well or better this fall if the theatre-TV people order special hookups for Saturday afternoon telecasts of college football games not available for broadcast for home reception under the restrictions set for this season by the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, July 30].

Unless the theatres make television a regular part of their daily programming, however, so that they would want fulltime use of the Bell System's intercity facilities for TV program transmission by coaxial cable or radio relay, they will have no part in the allocation of these facilities among the TV networks. That the theatres will go into television on such a scale is considered unlikely, for the present at least. Leonard Goldenson, president of UPT, at the stockholders meeting on July 27 which approved the merger of this company with ABC [BROADCASTING • TELECASTING, July 30], stated definitely that his company views theatre television as a special event extra, to be used only a dozen or 18 times a year and certainly not as an integral part of the daily programming of UPT theatres.

Theatre TV Inquiry

FCC POSTPONED theatre TV hearings last week from Sept. 17 to Nov. 26, presumably because of conflict of the earlier date with TV allocation proceedings which run through Nov. 26. Time for filing comments also was extended from Aug. 15 to Oct. 26. Theater TV hearing is for the purpose of allocating frequencies, establishing rules and standards for a proposed TV service to motion picture theatres. Plan has the support of motion picture exhibitor organizations and Hollywood producers.



WBAP-TV Fort Worth moved a step nearer to network telecasting with the installation July 14 of a 200-ft. portable microwave test tower. AT&T Engineer A. T. Chinn is shown making a last-minute check. Readings obtained by AT&T will determine height, size and design of a permanent tower for WBAP-TV's network link. WBAP-TV plans a $250,000 Fort Worth terminus of the transcontinental AT&T network.

BELL UHF BID

Asks Engineering Conference

BELL TELEPHONE Labs last week renewed its bid for UHF spectrum space to develop its proposed broad band multi-channel radiotelephone mobile common carrier service, but this time on a shared basis with other services geographically.

Fortnight ago the Bell Labs proposal for re-assignment of the 470-500 mc portion of television's UHF spectrum to common carrier use was turned down by the Commission on the grounds that TV needed the extra channels in order to fully develop a "truly competitive" national system [BROADCASTING • TELECASTING, July 16].

Bell Labs now is particularly interested in the 400-470 mc portion of the spectrum, but has suggested FCC call an engineering conference on the subject which also would include consideration of ways to more fully utilize the frequencies between 216 mc and 470 mc.

The Bell Labs petition asked for a 30 mc band which it would use fully in the seven top cities, use only two-thirds in 22 other major cities and only one-half in most other areas. The unused channels would be shared with other services, it was indicated.

The Bell Labs petition noted the frequency-saving methods suggested to the Joint Technical Advisory Committee for study a fortnight ago also would be proper subject matter for the suggested engineering conference [BROADCASTING • TELECASTING, July 30].

Meanwhile, John V. L. Hogan, head of Hogan Labs Inc. and past JTAC chairman, advised FCC the advisory group will consider the study projects suggested by FCC at JTAC's next meeting. No date was given.

CABLE CHARGES

Less Than 2% of Program Bill

TV NETWORK facilities costs—AT&T charges for transmitting sight-and-sound programs from one city to another around the interconnected circuit by coaxial cable or radio relay—amount to less than 2% of the total bill paid by the sponsor of a typical half-hour network TV show, according to an analysis prepared by Bell System Long Lines statisticians.

Even the addition of Los Angeles, San Francisco and Salt Lake City to the interconnected city group would not appreciably increase the proportion of total costs applicable to connection charges, which would then be slightly over 2% instead of slightly less. AT&T breakdowns analyze the costs of video advertising as follows:

Estimated Charges for Live Half-Hour Network TV Show
40 Cities

A. Charges for production, talent, studios, agency commission for typical 30-minute drama **$9,762.00***

B. Class A time charges of major networks for 40-station hookup for 30 minutes (approximate) **$15,694.00****

Cost to sponsor (A plus B) **$25,456.00**

C. Charges of Bell System for 40 station network hookup **$452.00**

(Based on Com'l Dept. estimate of $11.30 per station)

Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities . . . 1.776% or 1¾%.

43 Cities
(Including Los Angeles, San Francisco and Salt Lake City)

A. As above **$9,762.00**

B. Time charges for 43 cities **$17,029.00**

Cost to sponsor (A plus B) **$26,791.00**

C. Charges of Bell System for 43-station network hookup **$608.45**

($14.15 per station)

Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities . . . 2.274% or 2¼%.

Half Sponsor's Cost

The approximately 2% figure for connective costs is less than half the sum (5%) which AT&T figured was the percentage of total sponsorship costs allocable to Bell System network facilities a year ago [BROADCASTING • TELECASTING, Aug. 7, 1950]. At that time, AT&T calculated that a half-hour TV network program would cost about 10 cents a mile to transmit, including all charges for station connections, switching and local channels as well as the intercity transmission of both video and audio signals—the former based on a fee of $35 a mile a month for eight-hour daily service, the latter on a rate of $6 a mile a month.

Analyzed another way, the TV transmission charges in the summer of 1950 were found to amount to roughly $10 a station for a half-hour program, for the 28-city hookup then prevailing. Expansion of this TV network to 41 cities would, it was estimated, raise this cost to $11 per station for the half-hour transmission. Today, with the basic charges at the same rate ($35 a mile a month for video, $6 for audio), the average cost for the same half-hour transmission is figured at $11.30 per station for a 40-station network and at $14.15 per station for the projected 43-city hookup, as follows:

Bell System Television Network Service Charges

Based on two hypothetical networks of differing size. Charges for both video and associated audio channels included. All charges assume:

(A) 8 consecutive hours per day monthly service.

(B) 1 station per city, using highest local channel charge now in effect,

(C) New York transmitting at all times.

1. Network connecting the 40 cities now served by existing Bell System facilities:

A. The average charge per station, per half hour would be $11.30

B. The average charge per network mile, per half hour would be $.103

2. Network to service 43 cities (above plus Los Angeles, San Francisco, and Salt Lake City):

A. The average charge per station, per half hour would be $14.15

B. The average charge per network mile, per half hour would be $.099.

CHICAGO'S CHANNEL 2

Zenith Vs. WBKB

TROUBLESOME, but not dangerous, is the feeling at the FCC and among Washington radio attorneys concerning the request of Zenith Radio Corp., Chicago radio-TV manufacturer, for a ruling on the relationship between its Channel 2 Chicago TV application and the FCC proposal to change Balaban & Katz TV station WBKB (TV) from Channel 4 to Channel 2 as part of the allocations proceedings.

Zenith request, filed last week, clearly raises this fundamental issue, in opinion of informed observers:

Will the FCC continue to group all applicants for each city on a competitive basis, or will it return to the AM practice where only those applicants in conflict with each other on specific frequencies are put into hearing?

Similar question, not as clearcut, was raised in a comment filed by WLAN Lancaster, Pa., applicant for Channel 8 in that city. Commission proposes to change existing TV station WGAL-TV there from Channel 4 to Channel 8. WLAN asked for a hearing before the FCC finalizes new rules.

Zenith petition asks that FCC tell it what rights it has in Chicago's Channel 2. The radio-TV manufacturer calls attention to the fact that it has operated an experimental TV station on Channel 2 since 1938, that it was granted a CP for that wavelength in 1941 and again in 1946. After dropping the CP in 1947—at the time when most TV applicants were holding off, pending outcome of the first CBS petition for color—Zenith says it refiled in 1948. It also calls attention to the April 1950 grant for an experimental TV outlet on Channel 2 to test its Phonevision system of subscription TV.

Zenith claims WBKB does not have any rights to Channel 2.

"If the demands of a national allocation system appear to dictate the withdrawal of Channel 4 from Chicago, then any injury to be caused by such withdrawal should be borne by those on whom it happens to fall and not transferred to others," Zenith comments.

WBKB has no intention of operating on Channel 2, Zenith avers, pointing to the proposed sale of those facilities to CBS—if, and when merger of ABC and United Paramount Theatres Inc. (owner of Balaban & Katz) is approved by FCC.

Questions raised by Zenith are primarily:

● Do forthcoming allocation proceedings involve assignments of frequencies to stations as well as allocations to cities? Where reassignments of existing stations are necessary to effectuate the proposed nation-wide allocations, most observers presume the answer will be yes.

● What will be FCC policy on applicants who specify frequencies? Heretofore, when there have been more applicants than available channels in a particular city, the FCC has lumped them all into a single hearing. There is, however, some feeling among radio attorneys, and also in the FCC that the Commission should revert to its AM practice—where only those applicants who are in competition for the same frequencies are placed in hearing. Applicants applying for frequencies not requested by others get grants without hearing—provided they meet the usual qualifications [See editorial "Cutting TV Corners," BROADCASTING • TELECASTING, July 30].

Possible solution, if FCC decides against Zenith contentions, may be:

● Applicant may be permitted to apply for any available channel, thus compete with all other applicants for all available wavelengths in the same city, or . . .

● Applicant may apply only for a specific channel. If that channel is already occupied by an existing grantee, then the FCC must give the applicant a hearing under the Ashbacker Supreme Court ruling, according to qualified observers. Same situation would then obtain, they say, as in the case of the Pearson-Allen bid for facilities of WBAL Baltimore [BROADCASTING • TELECASTING, July 23, 16, June 25].

All TV licenses are renewed yearly, and come up at the same time in February of each year.

FCC's Third Notice of Further Proposed Rule Making, issued March 22, 1951, lists 31 existing TV stations, the frequencies of which the Commission proposes to change [BROADCASTING • TELECASTING, March 26].

GE LAMP TO BBDO

Switches From Y&R

THE GENERAL Electric Lamp Div., which sponsors the *Fred Waring Show* on CBS-TV, said to be about $1½ million in billing, switches from Young & Rubicam, New York, to BBDO effective with the return of the program in the fall.

This marks the loss of the second major TV advertiser for Y&R within the month. Packard cars, which had been sponsoring the *Don Ameche Show* on ABC-TV, resigned its affiliation with the agency to move to Maxon Inc. effective in December.

Y&R will retain the GE Appliance Div. Latter product will sponsor the *Bill Goodwin Show*, Tuesday and Thursday, 3:30-4 p.m., on NBC-TV, and the first quarter-hour of the Garry Moore daytime show, five times weekly on CBS-TV effective Sept. 17.

The GE Lamp Div. is returning to BBDO for the first time since 1948, when it had moved over to Y&R. Reason for the return is understood to be a part of the advertiser's unhappiness with the summer replacement, *GE Guest House*, which had premiered with Oscar Levant and after one performance hired Durwood Kirby to m.c. the panel-type summer show.

MEXICAN TV

Matamoros Outlet First Step in Expansion

NEXT STEP, after completion of the new Matamoros, Mexico, TV station in September, will be the construction of a high-powered TV relay station atop famed Mt. Popocatepetl, about 50 mlies from Mexico City.

After that, expansion of Mexico's TV coverage will begin in earnest, Romulo O'Farrill Jr., whose family operates a chain of radio stations and newspapers in that country, told BROADCASTING • TELECASTING last week. The O'Farrill family is a major stockholder in the new Matamoros station, and also operates XHTV on Channel 4 in Mexico City—first TV station in that country. It began operation in August 1950.

The Matamoros station is across the border at Brownsville, Tex. About 75% of its programming will be in English, through extensive use of U. S. motion pictures and kinescope recordings. All films will have Spanish subtitles for the Latin Americans in this rapidly growing cotton area, according to Mr. O'Farrill.

Daily 10-Hour Schedule

Within 90 days after the station is on the air, Mr. O'Farrill pledged, it will be telecasting 10 hours a day. Monte Kleban, formerly of WOAI San Antonio, will be manager of the new TV station.

Station will be powered with a 500 w RCA transmitter on Channel 7. Its call letters will be XELD-TV.

The TV relay on Mt. Popocatepetl, due to be completed in 12 months, is planned as a mother station for a chain of microwave relays to other cities in Mexico. Technical and economic study of the potentials for other TV stations in Mexico is now underway, Mr. O'Farrill disclosed. The relays will permit the establishment of TV stations in other Mexican cities on an interconnected, network basis, Mr. O'Farrill said.

Reports that Mexican interests plan a chain of TV stations along the Rio Grande River to be programmed heavily in English—thus taking advantage of the U. S. freeze on TV construction [CLOSED CIRCUIT, July 2]—are exaggerated Mr. O'Farrill declared.

"We do intend to build TV stations in the larger Mexican cities along the border," he said, "but it is not because of the freeze. We would do so anyway, without regard to your situation.

"As far as the use of English is concerned, all our stations will be using your language extensively, since we will use your films and kines to a great extent."

In addition to XHTV Mexico City also has XEW-TV on Channel 2, owned by radio and movie magnate Emilio Azcarraga. These are the only stations now operating in Mexico. Mr. Azcarraga has a CP for another TV outlet in Mexico City on Channel 9 as an adjunct to his AM station XEQ.

Duram to Hooper

GEORGE T. DURAM, until recently media director for Lever Bros. Co., has joined C. E. Hooper Inc. as account executive, serving advertisers on city-by-city Hooperatings and TV-Home Hooperatings. Before joining Lever Bros., Mr. Duram had been media director of Dancer-Fitzgerald-Sample and of H. W. Kastor & Sons.

TUBE SALES

RTMA Reports 20% Drop

A 20% decline in TV picture tube sales for the first six months of 1951, from a corresponding period for last year, was reported by Radio-Television Mfrs. Assn. last Wednesday.

Purchase of TV tubes by set manufacturers was placed at 2,552,757 units for January-June 1951 compared to 3,171,660 for the first six months of 1950. Sales value of purchases was estimated at $66,546,932. Cathode ray tube sales for June amounted to $4,664,744.

The report also showed that 92% of all tubes sold to set-makers during the recent six-month period were 16 inches or larger in size, with 86% rectangular in form.

COLORCASTS

CBS Gets 3 Dodgers Games

PLANS for the first color telecasts of Major League baseball—three home games of the Brooklyn Dodgers—were announced last Friday.

Hubbell Robinson Jr., CBS Television Division vice president and director of network programs, and Walter F. O'Malley, president of the Brooklyn club, said arrangements had been made for CBS-TV to colorcast the Aug. 11 game with the Boston Braves, the Aug. 25 game with the Chicago Cubs, and the Sept. 8 game with the New York Giants. All are afternoon games.

Henry S. White, color coordinator for the CBS Television network, negotiated the plan with Mr. O'Malley. Announcers for the color pickups from the Dodgers' Ebbets Field will be Red Barber and Connie Desmond.

Ernie Was Interested in Five Hundred Twenty Million Dollars

ERNIE* was a self-acknowledged Genius. made a little Gadget that would hold on a in any kind of weather. Now was just a LITTLE MAN and couldn't reach EVERYBODY who needed a holder-onner. But heard about $520,987,000 floating around in the San Antonio** trade area. That interested no . "Just think," said to , "that means 750,000 people who might buy holders for !" SO, put WOAI-TV on the job! Soon, more than 48,000 families saw 's holder for on their SETS... saw how it worked... drivers saw it and told their friends. Yep, soon everybody for miles around San Antonio** knew about 's holder for and told folks all over Texas and the ! Of course, didn't get ALL that $520,987,000... but he got his share!

AND SO CAN YOU!

*ERNIE is fictional – the market information is fact, from Sales Management's 1951 Survey of Buying Power.

**America's fastest-growing major city.

NBC - CBS

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS

DALLAS • SAN FRANCISCO • DETROIT

'SUPREME COURT' *Planned by NARTB TV Program Unit*

ESTABLISHMENT of a "Supreme Court" to clarify and interpret TV program standards—as and when a code is adopted—is under active consideration by NARTB's TV Program Standards Committee, which met in Washington July 30.

Meeting was the first by the committee following a conclave of TV operators in Washington June 22 [BROADCASTING • TELECASTING, June 25].

The idea is to have the NARTB committee review programs submitted to it—or to which it would have its attention called. At the same time, the committee would interpret particular items in the proposed code on a "day-to-day" basis. Fluidity of TV programming is given as the reason for requiring such a procedure, for the time being at least.

* * *

Method of enforcing the proposed code is also on the agenda. Some committee members favor use of a seal—similar to the insignia used by the Motion Picture Assn. of America on movie films. TV device would not entail the same forced observance as is the case with MPAA production code regulations.

Survey of viewers' evaluations of TV programs may also be conducted if NARTB can find the necessary funds and personnel. The standards committee asked NARTB to look into possibilities of a continuing project, under supervision of NARTB Research Director Kenneth H. Baker.

Next meeting of the full committee, under the chairmanship of Robert D. Swezey, WDSU-TV New Orleans, is scheduled for Oct. 2-3 in Washington. In the meantime, the following subcommittees have been established to work on details of various facets of the code prior to the next meeting of the full committee:

Committee 1, education and culture, children's programs, program acceptability, decency and decorum—Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair R. McCollough, WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del.; Paul Raibourn, Paramount KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia. Committee 1 will meet in New York Aug. 6.

Committee 2, news and public events, religion, controversial issues, community responsibility—Harold Hough, WBAP-TV Fort Worth, chairman; Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Henry W. Slavick, WMCT (TV) Memphis; Mr. Swezey. Committee 2 will meet in New Orleans Aug. 10.

Committee 3, advertising practices—Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James D. Hanrahan, WEWS (TV) Cleveland. Committee 3 will meet in Milwaukee Aug. 8.

Committee 4, standards observance—Mr. Raibourn, chairman; Mr. Bannister and Mr. Thornburgh. Committee 4 will meet at date and place to be announced.

All members of the full committee attended the July 30 meeting except Mr. Hough and Mr. McCollough.

PA. TV NETWORK

Bill Pigeon-holed

THE Pennsylvania State Legislature last week pigeon-holed a proposal to establish a statewide, noncommercial, educational television network after Pennsylvania commercial broadcasters entered vigorous opposition to the measure.

Introduced by State Sens. John Meade of Philadelphia and Joseph Barr of Pittsburgh, the bill had passed one reading and was up for a second when a Republican caucus forced it to be recommitted to the Senate Appropriations Committee.

Observers said it was unlikely that the bill would emerge for reconsideration during this session of the legislature.

In its original form, the bill called for a $2 million appropriation to build and operate a TV network, but the appropriation later was cut to $100,000 with which the Dept. of Public Instruction was to make a survey of technical requirements for such a project.

Practical broadcasters said that the $2 million originally contemplated would not be anywhere near the amount it would cost to erect and operate a TV network. They estimated $10 million would be a more realistic figure.

The bill was recommitted to committee after the board of directors of the Pennsylvania Assn. of Broadcasters expressed opposition.

John S. Booth, general manager, WCHA Chambersburg, and president of the broadcasters' association, issued a public announcement saying that the board, representing some 100 radio and TV broadcasters, felt the proposal had been "introduced without consideration of the costs involved, nor of the full ramifications of its terms."

"We are urging all broadcasters to contact their Senators immediately," said Mr. Booth, "and urge that they use their influence to have the bill recommitted to committee or that public hearings be held.

"The board feels that the views of experienced commercial broadcasters should be considered before any further steps are taken."

Mr. Booth said that, if asked, he would be glad to appoint a committee of "experienced broadcasters" to work out a "feasible television program for the state."

NARTB Adds

TWO new television stations have been accepted as members in NARTB, it was revealed last week. New members are KFMB-TV San Diego, Calif., licensed to Jack Gross Broadcasting Co., on Channel 8 (180-186 mc), and KING-TV Seattle, licensed to KING Broadcasting Co., on Channel 5 (76-82 mc). Additions bring NARTB's TV membership to 66.

'OPERATION SUNBURST'

Brings 52 New Sponsors to Crosley Stations

FIFTY-TWO new television sponsors were acquired by the three television stations of Crosley Broadcasting Corp. in the first four weeks of a special summer sales campaign called "Operation Sunburst."

Robert E. Dunville, president of the company which owns WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, reported last week that there had been an increase both in new accounts and in net dollar billing since the plan went into effect June 16.

"Operation Sunburst" includes a sales incentive plan for Crosley salesmen and provides them with a number of low-cost summer programs, some of which are sold on a participation basis to several sponsors and others available as units to a single advertiser. Summer advertisers are offered a 40% discount on rates.

A total of $10,000 worth of prizes is being offered to salesmen in the campaign, which will continue to Sept. 30. The winner will receive either a 1951 convertible or a West Indies cruise. Second place will receive the winner's alternate prize. Third place wins a Crosley TV receiver.

Car prize in the WLW campaign.

* * *

A promotion brochure on "Operation Sunburst" points out that the increase in the number of TV set owners in the areas of the three Crosley stations since present time rates were fixed has more than offset the drop-off in summer viewing.

"Despite our discounts and loss of network revenue," said Mr. Dunville, "WLW-Television's gross billing [in June was] equal to May and exceeded February or March.

"We feel 'Operation Sunburst' . . . has been responsible for the favorable summertime situation."

UP-FOX NEWS

Launch New TV Service

ALTHOUGH no formal announcement has yet been made, the combined globe-circling forces of United Press and Fox Movietone News are scheduled to launch their television news-film service on Oct. 1, to be known as United-Press-Movietone News.

Several stations have already signed for the service, and others are in the process of negotiation, it was learned. A brochure describing the new service will be released by United Press-Movietone News early next week.

The service, which will be made available to all television stations, merges the reportorial and camera staffs of the two organizations to produce overall coverage of news events by film and script, with stood, will be the reporter-camera-emphasis on high-speed delivery.

Basis of operation, it was understood, will be the reporter-cameraman team covering news events as they happen. UP newsrooms will take the telephoned story and relay it on a special teletype circuit to the stations while Movietone film laboratories, receiving the films from motorcycle couriers, will process, edit, print and air-express them to the stations. Scripts will be up-dated and revised by UP wherever necessary.

The new service, it was learned, plans to deliver 1,800 feet of film per week, or 10-12 news stories daily with sound in cases where sound is necessary to the story, (i.e. interviews, accidents, on-the-spot reporting).

In all other instances, the local announcer, provided with the UP script timed to fit the film, plus the radio wire of UP which is also included in the service, will air the commentary and background.

With approximately 50 minutes of film and script received from United Press-Movietone News, the stations, adding local film and commentary, can carry two 15-minute news programs per day.

Also included in the service will be the full use of the 50 million foot Movietone News film library, and station-subscribers will be able to arrange for special coverage of any news event on a cost, incidental-fee basis.

When questioned by BROADCASTING • TELECASTING, Leroy Keller, general sales manager of UP, said a formal announcement of the service will be forthcoming shortly.

Edward Bender

FUNERAL SERVICES were held Tuesday at Riverside Memorial Chapel in New York for Edward Bender, 30, production director of WINS New York, who died of a chronic stomach ailment at Hyannis, Mass., while on vacation. With WINS since July 1946, Mr. Bender is survived by his widow, Beverly, his parents and two brothers.

the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show . . .

starting early September, between 11 AM and 12 Noon (NYT),

Monday through Friday.*

Sales history will be made in the morning—Just as another great star of radio —Kate Smith—moved into NBC daytime television and moved mountains of merchandise—so do we believe that Rudy Vallee will make sales history in the 11 to 12 Noon period . . . *No doubt about it.* "The Rudy Vallee Show" is one of the great opportunities to get a head-start in the race for television's vast, responsive "woman's market." It will be available for a *strictly limited* period of time. Call us immediately for details . . . Circle 7-8300.

*Tentative

NBC TELEVISION

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Swanson Gen. Mills (alt. wks.) Ted Mack Family Hour L (E-M)	*People's Platform* Ronson Star of Family Hayes & Healy		General Foods Hopalong Cassidy F
6:15				
6:30				
6:45				
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L
7:15				
7:30	*Music is Velvet*	American Tobacco Go Lucky		Revere Copper Meet the Press L
7:45				
8:00	*Hollywood Adventure Time*	Lincoln-Mercury Dealers Toast of the Town	*Pentagon—Washington*	*American Inventory* L
8:15				
8:30				*TV Recital Hall* L
8:45				
9:00	*Film*	Gen. Electric G.E. Guest House	Bromo-Seltzer Rockey King Detective	Philco Corp. Philco TV Playhouse L
9:15				
9:30	*Marshall Plan*		Larus & Brother Co., Inc. The Plain-Clothesman	
9:45				
10:00	*Film*	B.F. Goodrich Celebrity Time		Bohn Aluminum American Forum of the Air L
10:15				
10:30	*Documentary Film*	Jules Montenier What's My Line		
10:45				
11:00	*Feature Film*	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film* "			Co-op Cactus Jim L
6:15				
6:30	Kellogg Space Cdt. *Jimmy Blaine*			
6:45				
7:00	*Club Seven*		Gen. Foods Capt. Video	Co-op Ernie in Kovacs Land L
7:15				
7:30	Ironrite Hollywood Screen Test	GM-Olds News Chesterfield Peggy Lee Mel Torme		Co-op Song at Twilight Camel News Caravan L
7:45			*Not For Publication*	
8:00	*March of Time Thru the Years*	Lever Lux Pantomime Quiz		Noxema Cameo Theatre
8:15				
8:30	*Marshall Plan in Action*	Lever-Lipton Godfrey's Talent with H. Shriner	Co-op Al Morgan	Firestone Voice of Firestone L
8:45				
9:00	*United—Or Not?*	P. Morris Horace Heidt Show	Co-op Wrestling with Dennis James	Admiral Lights Out L
9:15				
9:30	*On Trial* L (E-M)	Gen.Fds. Sanka It's News To Me		Bymart Somerset Maugham Theatre L
9:45				
10:00	*Feature Film* "	Westing-house Summer Theatre		*Author Meets the Critic* L
10:15				
10:30	"			Co-op Who Said That L
10:45	"			
11:00		Longines Chrono-scope		*Feature Film*
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film* "			Co-op Cactus Jim L
6:15				
6:30	"			
6:45				
7:00	*Club Seven*		Gen. Foods Capt. Video	Co-op Ernie in Kovacs Land L
7:15	*Carmel Myers Show*			
7:30	P&G			Co-op Song at Twilight
7:45	Beulah	Fatima Stork Club	*Washington Report*	Camel News Caravan L
8:00	*What's On Your Mind?*	*Film Theatre on the Air*	*Georgetown University Forum*	Curtis Publishing Meet the Press L
8:15				
8:30	*Film*		*Johns Hopkins Science Review*	Minnesota Mining & Mfrg. Juvenile Jury L
8:45				
9:00	*Q.E.D.*	*How To*	Drug Store TV Prod. Cavalcade of Bands	P&G Fireside Arena Theatre F
9:15				
9:30	Arnold Bakery Life Begins at 80	Electric Auto-Lite Suspense		Armstrong Circle Theatre L
9:45				
10:00	*Roller Derby*	Block Drug Danger	*They Stand Accused*	P. Lorrillard Original Amateur Hour L
10:15				
10:30				
10:45				
11:00	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cdt.	
6:45	*Junior Edition*	
7:00	Schenley Russells (to 7:05)	
7:15	Pepsi-Cola Faye Emerson	
7:30	Bendix Chance of a Lifetime	GM Olds News
7:45		Chesterfield Peggy Lee Mel Torme
8:00	*Sawyer Views Hollywood*	Toni Godfrey's Friends
8:15		
8:30	Kreisler Mfg. Band-stand	Liggett & Myers Godfrey's Friends
8:45		
9:00	Philco Don McNeill	Colgate Strike It Rich
9:15		
9:30	*Wrestling*	P. Lorillard The Web
9:45	"	
10:00	"	Pabst Sales Inc Pabst Blue Ribbon Bouts
10:15	"	
10:30	"	
10:45	"	
11:00	"	
11:15 PM	(to 12)	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Soup Box Theatre*			
11:45				
12:00 N	R. Joe Inc. Ranger Joe			
12:15 PM	*Chester The Pup*			
12:30	Voice of Prophecy Faith For Today		Walter H. Johnson Candy Co. Flying Tigers	
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30		*Modern Homemaker* (Color TV)		
10:45				
11:00		*Two Sleepy People* (Color) 8/20		
11:15				
11:30		C-P-P (MWF) Strike It Rich		
11:45				
12:00 N			*12 o'clock Headlines*	
12:15 PM		*Steve Allen Show*	*For Your Information H.F. Keane*	
12:30			Premier Prod. Rumpus Room	
12:45				
1:00			*Take the Break Don Russell*	
1:15		P&G st. 8/7 Steve Allen T.&Th.		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	*Scouting in Action*			
10:45	Gen. Shoe Acrobat Ranch			
11:00	*Ok - Kay* (Women's Program)	Internatl. Latex Fashion Magic		
11:15				
11:30	McKesson & Robbins A Date with Judy	Brown Shoe Smiling Ed McConnell (st. 8/11)		
11:45				
12:00 N	BT Babbitt Two Girls Named Smith			
12:15 PM	Seaman Bros. I Cover Times Sq. MaidenForm F. Baldwin (alt. wks.)	Natl. Dairy The Big Top		
12:30				
12:45				
1:00	Northam Warren Corp. L. Day Show			
1:15				

DAYTI

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	Ralston Purina Co. Your Pet Parade
4:45	
5:00	
5:15	Canada Dry Bauer & Black Super Circus
5:30	
5:45 PM	

EVENING & DAYTIME PROGRAMS FOR AUGUST 1951

EVENING

TUESDAY

	DuMONT	NBC
6:00 PM		Co-op Cactus Jim L
6:15		
6:30		
6:45		Co-op Ernie in Kovacs Land L
7:00	Gen. Foods Capt. Video	
7:15		Co-op Song at Twilight
7:30	Singer Endorsee	Camel News Caravan L
7:45		
8:00		Heritage Music & Art from National Gallery Washington D.C. L
8:15		
8:30		
8:45	What's the Story with Weller Nancy	
9:00		Kraft Fds. Kraft Television Theatre L
9:15	Shadow of the Cloak	
9:30		
9:45		
10:00		Bristol-Myers Break the Bank L
10:15		
10:30		Armour Stars Over Hollywood F
10:45		Nick Kenny Show L
11:00		Feature Film
11:15 PM		

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				Co-op Cactus Jim L
6:15				
6:30				
6:45				Co-op Ernie in Kovacs Land L
7:00	Club Seven		Gen. Foods Capt. Video	
7:15				Co-op Song at Twilight
7:30	Gen. Mills Lone Ranger	Fatima Stork Club	Not For Publication	Camel News Caravan L
7:45				
8:00	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre		DeSoto It Pays to Be Ignorant F
8:15				
8:30	Lorillard Stop The Music	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L
8:45				
9:00	Pack. Mtrs. and Cluett Peabody D. Ameche Show	Esso Your Esso Reporter Kroger Corliss Archer	Down You Go	Ford Ford Festival L
9:15				
9:30	Gruen Blind Date	Lever Rinso Big Town		
9:45				
10:00	Roller Derby	Philip Morris Racket Squad		Hazel Bishop Lipstick Freddy Martin L
10:15				
10:30		Carter Prod. (alt. wks.) Crime Photographer		
10:45				
11:00				Anchor-Hocking Broadway Open House (to 12) L
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				Co-op Cactus Jim L
6:15				
6:30	Kellogg Space Cdt.			
6:45	Junior Edition			
7:00	Club Seven		Gen. Foods Capt. Video	Co-op Ernie in Kovacs Land L
7:15		GM Olds News		Co-op Song at Twilight
7:30	Film	Chesterfield Peggy Lee Mel Torme	Washington Report	Camel News Caravan L
7:45				
8:00	Jerry Colonna Show	Gen. Fds. Max H. Cof. The Ad Libbers	Mennen Co. Twenty Questions	Miles Labs. Quiz Kids L
8:15				
8:30	The Ruggles	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil The Clock L
8:45				
9:00	Film	Schlitz Brewing Film Firsts	Co-op Hands of Destiny	Amer. Cig. The Door With No Name L
9:15				
9:30				Battle Report F
9:45				
10:00	Sawyer Views Hollywood	Gen. Mills Live Like a Millionaire (alt. wks.) C. Archer 10:05-10:30	Drug Store TV Prod. Cavalcade of Stars	Gillette Sports Newsreel
10:15				
10:30	Stud's Place	Pearson Pharmacal Hollywood Opening Night		Chesebrough Greatest Fights
10:45				Nature of Things
11:00			Doeskin Products Eloise Salutes the Stars	Anchor-Hocking Broadway Open House (to 12) L
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		It's Up To You 3/4-6-6:30 3/11 6:15-45		
6:15				
6:30	Anthracite Int. Better Home Show	Burkhart P. Bowman 3/11		Mr. Wizard L
6:45				
7:00	Hollywood Theatre Time	Lambert Pharmacal The Sammy Kaye Show		Kellogg Space Cadet L
7:15				
7:30	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		Record Time with Art Ford L
7:45				
8:00	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Budweiser Summer Theatre		Co-op Western Film
8:15				
8:30				
8:45				
9:00	Girls' Baseball (from Chicago)	Pepsi-Cola Faye Emerson		Co-op Mid-West Hayride
9:15				
9:30		American Safety Razor The Show Goes On		
9:45				
10:00		Carter Songs for Sale	Co-op Wresting from Chicago Jack Brickhouse	Lehn & Fink Doodles Weaver L
10:15		Songs for Sale		
10:30				Amer. Tob. Man Hunt L
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	CBS	DuMONT	NBC
12:00 PM			
12:15			
12:30			
12:45			
1:00			
1:15			
1:30			
1:45			
2:00			
2:15			
2:30			
2:45			
3:00			
3:15			
3:30			
3:45			
4:00			
4:15			
4:30			
4:45			
5:00			Survival F
5:15			
5:30			Quaker Oats Zoo Parade L
5:45			
6:00	Lamp Unto My Feet		How Does Your Garden Grow L
6:15			
6:30	Open Hearing		Treasures of America alt. with H'wd. Candy Hollywood Jr. Circus
6:45			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
12:00 PM		Best Foods GE Hansen's Labs, P&G, Okr. Oats, Reynolds, Standard Brands		
12:15		The Garry Moore Show		
12:30		P&G First 100 Years		
12:45				
1:00		Vanity Fair		
1:15				Co.-P.-Peet Miss Susan L
1:30		Marlene's Vanity Fair* (Wed.)		Vacation Wonderland F
1:45				
2:00		Interntnl. Latex Fashion Magic* (Tues.)		America Speaks F
2:15				
2:30		Aluminum Cooking Utensil Homemakers Exchange		
2:45				
3:00		The World Is Yours (Color TV)		Co-op Strawhat Matinee L
3:15				
3:30				Lever Hwkns. Falls L
3:45	The Magic Screen			Cowboy Playhouse
4:00				
4:15	Tales of the Trail			Mars, C-P-P, Welch, Klg., Int. Shoe, Wander* Howdy Ddy. L
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				
6:00				
6:15				
6:30				
6:45				

SATURDAY

	ABC	CBS	DuMONT	NBC
12:00 PM				
12:15				
12:30				
12:45				
1:00				
1:15				
1:30				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30		Monmouth Park Horse Racing (Color TV) 8/4 only		
5:45				
6:00				
6:15				
6:30				
6:45				

Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

7-7:05 PM, M, Tu., Schenley, Andy & Della Russell; F, Schenley, Cook's Champagne Party.

CBS

3:15-3:30 PM, Th., Bride & Groom; Hudson Paper Co.

3:15-3:30 PM, Tues., Bride & Groom; Lehn & Fink Products Corp.

3:30-4 PM, M-W-F, All Around The Town, s.

3:30-4 PM, Th., Meet Your Cover Girl, s.

NBC

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

August 6, 1951 *Copyright 1951*

from

A LADY WITH A PAST

to an advertiser with a future—in NBC daytime TV

If you've ever been in Cincinnati—or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall... for RUTH LYONS' program, "Fifty Club," has been making history in that mature television market for two years running:

Cincinnati sets-in-use during Ruth Lyons (12 to 1 P. M., Monday through Friday) are the highest among all reported U. S. TV cities.

TV use has jump nearly 100%* since Ruth Lyons went on the air at noon.

Share of Audience—68.2% Average*

Rating—12.2 Average*

Better call us today for all the facts in the case—its lowest features will put a gleam in your eye.

NBC TELEVISION

*October 1950 through March 1951.

The network of more ways to sell more
A Service of Radio Corporation of America

FTPC ASKS SUPPORT From AT&T

FAIR TELEVISION Practices Committee last Friday urged AT&T to take under advisement the public interest factor when it studies requests of theatre interests for coaxial cable time.

In Washington, meanwhile, FTPC's representative there, Charles Alldredge, said the organization would solicit "mass support" from labor organizations and veterans groups.

Mr. Alldredge, who has handled public relations for such officials as Vice President Alben Barkley and Interior Secretary Oscar Chapman, told BROADCASTING • TELECASTING last week that FTPC is opposed to both box-office or theatre television and to subscription TV.

Mr. Alldredge said FTPC has no connections with radio-TV interests. "But we have no objection to industry cooperation or its joining hands with us," he added.

FTPC feels that box-office TV is illegal because it is commercial but offers no public service for its contemplated use of spectrum space [BROADCASTING • TELECASTING, July 30].

Mr. Alldredge said the FTPC was formed by some 15 New York lawyers and a few labor leaders who feel "strongly" about the proposed spectrum acquisition by theatre and subscription TV operators.

Jerome W. Marks, chairman of FTPC, in a letter to C. F. Craig, president, AT&T, said that FTPC understood "one or more groups interested in box-office television has applied, or intends to do so, for a substantial portion of coaxial cable time to transmit telecasts of sports events or theatrical entertainment to theatres in various parts of the country."

He said that while FTPC did not want to "interfere" in AT&T business relationships, it wished to point out "deep public interest involved" in any allocation of coaxial time "available for the transmission of television programs for the general benefit of television set owners."

Box-office TV operators, Mr. Marks said, have been depriving private owners of telesets an opportunity to view sports events, and "it is the apparent intent of these groups to contract for the rights to telecast an increasing number of such events for the sole purpose of being able to charge admission to such telecasts in theatres."

"There is some indication that the efforts of such sponsors may result in an illegal monopoly," Mr. Marks asserted.

The FTPC president told AT&T that the committee is not challenging the right of the firm to lease wires and cables "for such purposes where otherwise legal." But, he said, there is large public interest involved in coaxial cable time allocation.

Blocking factor to TV growth has been "limited facilities of your company for the transmission of network programs," Mr. Marks said, even though AT&T is making great efforts to expand facilities.

However, Mr. Marks concluded, when AT&T has facilities of ample capacity to meet all demands upon it the matter of public interest vs. theatre TV "of course would not apply."

NABET PERMISSION *Given For Marx Filming*

NATIONAL Assn. of Broadcast Engineers and Technicians last week ordered a stay of execution for NBC and Filmcraft Productions, Los Angeles, with the announcement that it would permit the latter to fulfill a contract with NBC for filming of Groucho Marx's *You Bet Your Life* simulcast at NBC with camera crews of its own choice. The two-year contract made last year has 39 more weeks to run. First filming is scheduled for Aug. 10.

Decision was made the week before when NABET said it would not allow IATSE camera crews to be used at NBC and ABC with whom it has contracts because it would create an "unsafe condition for NABET men here" [BROADCASTING • TELECASTING, July 30]. The unions are on a hostile basis.

Situation originally arose when John Guedel Productions attempted to bring IATSE cameramen in to ABC Television Center, Hollywood, to film *Life With Linkletter* show, and was prevented from doing so by NABET. At same time NABET issued warning to NBC that similar action would be taken if it attempted to allow "enemy" camermen in.

Another NBC show affected by the union's stand was the Walter O'Keefe *Who Do You Want To Be?* program scheduled for filming at networks studios by Filmcraft.

In shifting its stand on the Marx show, NABET made it clear that its original decision against outside cameramen coming into its jurisdictional sphere still stood and that it would become effective on that show, too, after expiration of NBC-Filmcraft contract.

Meanwhile, the radio and television organizing committee of the Los Angeles Central Labor Council (AFL) continued its campaign against NABET on behalf of its member unions, IATSE and IBEW. It issued another booklet to radio and television workers, entitled "Democracy and One Big Union." Pamphlet compared set-up of CIO and AFL attempts to show how in "one big union" such as AFL workers with different problems support each other in a common effort to secure rights.

Hit Immunity Abuses

ABUSE of Congressional immunity by certain Senators and House members was hit by the American Civil Liberties Union last week, which urged Congress itself to curb "wild, unsubstantiated charges against individuals and groups." The Union did not favor proposed legal action to lessen Congressional immunity, but supported "a forum in which to rebut the charges" for those attacked by "defamatory statements" in Congress.

WPIX (TV) New York, owned by the *New York Daily News*, has renewed its contract with Free & Peters Inc., for national sales representation. Making it official are (l to r) I. E. (Chick) Showerman, F&P television sales manager; John F. Noone, WPIX sales director; G. Bennett Larson, WPIX vice president and general manager, and Lloyd Griffin, F&P vice president in charge of sales.

FYI*

The 1951 BROADCASTING • TELECASTING Marketbook is making its way through the presses as you read this announcement.

BROADCASTING • TELECASTING subscribers will receive this 200-page section as part of the August 20 issue.

Timed for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

And for better perspective, our latest 25" x 35" three-color radio-tv map will be inserted in each Marketbook.

Increased publishing costs limit press run of this 200-page section. Copies automatically reserved for BROADCASTING • TELECASTING subscribers.

If you are not a subscriber, you may now start your own subscription and receive the big Marketbook as a bonus. It's a $7.00 investment that pays dividends every week.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

By all means, start my subscription right away and be sure to send the 1951 Marketbook with the August 20 issue.

Name

Company

Title

Street

City Zone

State

☐ $7 Encl ☐ Bill me

'51 Marketbook Special

(* For your Information)

NTSC COLOR

FCC To View Tests Aug. 6-9

OFFICIAL LOOK at National Television System Committee's compatible color TV system will take place for the first time when a group of FCC technical staff members view demonstrations Aug. 6-9.

Until now, the FCC, officially, has not seen the all-industry refinements of the original RCA dot sequential system, which the Commission turned down in favor of CBS's field sequential system Oct. 11, 1950 [BROADCASTING • TELECASTING, Oct. 16, 1950] and which the Supreme Court upheld May 28 [BROADCASTING • TELECASTING, June 4].

Members of the FCC staff who will attend the demonstrations are: Edward W. Allen, chief engineer; Curtis B. Plummer, Broadcast Bureau chief; Edward W. Chapin, Laboratory Div. chief; William C. Boese, acting Technical Research Div. chief.

They will visit General Electric Co. in Syracuse, Aug. 6; Hazeltine Labs in Little Neck, N. Y., Aug. 7; RCA in Princeton, N. J., Aug. 8; Philco, in Morrisville, Pa., Aug. 9.

The demonstrations will be each company's interpretation in practice of how the recommendations of the Ad Hoc Committee [BROADCASTING • TELECASTING, June 4], should be carried out. Each company will show a number of variations in the kind of signals that can be transmitted and also show performance under actual transmission conditions.

NEGRO COUNCIL

'Amos 'n' Andy' Cast Lauds

OUTGROWTH of the National Assn. for Advancement of Colored People's protest against CBS-TV's Blatz-sponsored *Amos 'n' Andy* is the formation of a coordinating council for Negro performers, announced July 27. Purpose, officials said, is to promote better understanding, via "constructive" action, on such issues as questionable taste in dramatizations of Negroes and to direct sponsors' and producers' attention to the availability of Negro performers.

Lester A. Walton, of Negro Actors Guild of America, is chairman of the council.

Subsequent to announcement of the coordinating council's formation, the all-Negro cast of the *Amos 'n' Andy* CBS-TV program sent the following wire to the new group:

Heartiest congratulations on the formation of the coordinating council for Negro performers, which at last is giving us, the Negro actors and actresses of America, some understanding spokesmen who can protect and extend the gains we have made in recent years.

Currently we are all employed on the "Amos 'n' Andy" television show. This show is giving Negro actors and actresses the greatest opportunities we have had in modern history. Yet this opportunity is being threatened by ill-informed people of our own race who have irresponsibly threatened to boycott products of our sponsor [Blatz beer] and have unfairly characterized this show, its producers and ourselves. We strongly urge you to take immediate action to see that the "Amos 'n' Andy" show and the great opportunity which it has given performers of our race continues as a part of American entertainment.

Copies of the telegram were released at a meeting of the council last Thursday evening, when the group passed a resolution expressing appreciation to CBS for its cooperation.

BIG SCREEN TV

Expansion Seen in 1952

MOTION picture theatres with total seating capacity of 250,000 will be equipped with large-screen television by this time next year, and that figure will be doubled by end of 1952, John M. Sims, developing engineer of General Precision Labs, predicted last week.

Now on tour, holding theatre television clinics with exhibitors in key cities, Mr. Sims last Wednesday told some 75 exhibitors in Los Angeles that several in the Southern California area already have ordered Simplex theatre TV installations and others are negotiating for similar equipment.

He revealed that at present GPL and RCA have orders for installation of theatre TV systems in houses with a total seating capacity of 500,000 but these cannot be filled until the end of 1952.

Cost to the theatre of the GPL television film system or Simplex direct projection system, he said, will be in neighborhood of $15,000. Complete price list is to be announced in two weeks after he completes his tour.

Mr. Sims told theatre owners and exhibitors the coaxial cable will be completely linked with the West Coast before the World Series.

'Sohio Reporter' on TV

WARREN GUTHRIE's *The Sohio Reporter* is now being telecast to WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WSPD-TV Toledo, as well as WXEL (TV) Cleveland where the newscast originates. Dr. Guthrie, a professor and chairman of the Dept. of Speech at Western Reserve U. in Cleveland, has been in radio since 1930. During World War II he served as a lieutenant commander in the Navy's Air Combat Intelligence.

Dr. Guthrie

WOAI-TV San Antonio's affiliation with the NBC-TV network has been renewed. At the contract signing (l to r): Carleton D. Smith, NBC vice president; Arden X. Pangborn, WOAI-TV general manager, and Hugh A. L. Halff, president of Southland Industries Inc., WOAI-TV licensee.

CCIR MEET

Agreement on 8.4 mc Width Seen Possible

POSSIBILITY of arriving at a unanimous agreement on TV standards within the accommodation of an 8.4 mc channel width emerged during the recent sixth plenary session of the International Radio Consultative Committee (CCIR), held in Geneva, Switzerland, from June 5 to July 6.

A CCIR Study Group noted that it was impossible to arrive at "unanimous agreement" on TV standards touching on the 405-, 525-, 625-, and 819-line systems of various countries. It reported, however, that it had discussed means of unifying the TV systems within the 8.4 mc width, though "specific proposals" for number of lines had not been formulated.

The group recommended further study on the "development of standardizing methods of accurately and objectively assessing the quality of pictures given by the TV systems." This recommendation was adopted with certain reservations by the U. S. and USSR.

Color TV also entered into the CCIR sessions. The group conceded that the three primary factors were picture quality, cost of receivers and "possibly" converters and bandwidth. It urged further deliberation to ascertain methods of achieving the "best combination of black-and-white and of color TV systems, from the viewpoint of picture quality, programming costs and the cost of receivers or converters."

Harmonic Radiations

Also entering into the month-long meetings were discussions involving harmonic radiations on TV broadcasting from transmitters. The CCIR task force also stressed the need for uniform recording standards looking toward the alleviation of crowded spectrum space.

Transmitting systems involving full carrier and two side-bands without modification of existing receivers was stressed, with a view to providing a "worthwhile saving of spectrum space," or at least a perceptible decrease in fading effects.

The recording issue will be broached again in future discussions in the United States. Basic consensus is that an international agreement would eliminate the need for direct relay transmissions.

LABOR SNAG

RWG Quits TV Meet

LABELING as "unconstitutional" the Author's League of America grant of jurisdiction over TV writers west of the Rockies to Screen Writers Guild [BROADCASTING • TELECASTING, July 30], Radio Writers Guild at a meeting last week voted to withdraw from National Television Conference unless it was agreed that RWG would represent TV writers employed by "traditional employers." Latter includes networks, advertising agencies, sponsors and package producers.

RWG also voted to endorse a petition filed July 20 with the National Labor Relations Board calling for election by TV writers to appoint RWG as bargaining agent in television.

Guild takes the stand that the same employers with whom it deals for radio writers are now engaged in production and broadcasting of TV programs and material. Further, its radio writers are also doing television writing. RWG also claims jurisdiction over TV was originally granted it.

what film means to advertisers who plan to use television

According to the trade papers, there's a lot of film in television's future. As a matter of fact, there's a lot of film in television right now. There's film for programs of every description . . . for every audience group.

It makes good sense. Film assures uniform picture quality which is so often lacking in kinescope recordings. It makes good sense, too, to buy coverage for that film on a Spot basis. For Spot rates are generally lower than network rates for the same period—in some cases substantially lower. So, after paying for extra film prints and their distribution, you're still ahead.

You use only the markets you want. There are no minimum station requirements. No "must" stations. With *Spot program* advertising your distribution and sales plans determine your television coverage.

And you're a more profitable customer to the stations. Stations make more money when any time period is sold for a *Spot program* rather than a network show. So they clear time more readily . . . cooperate wholeheartedly.

These advantages of *Spot program* advertising—lower station rates . . . greater market choice and station cooperation —these are television fact, not Hollywood fiction.

To find out what these advantages can mean to your television advertising plans, call in a Katz representative and get the full story on *Spot* programs. You'll see that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

She keeps up with thew

ewhirl!

And women keep up with *her*. For everything in the world that interests women—homemaking, art, science, music, the stage, books, world affairs—interests Margaret Arlen.

She knows women want more than just housekeeping news. And she sees that they get much more... from the people who make the news. (During one typical TV week, for example, her guests included such famous personalities as Claire Luce, Quentin Reynolds, Sarah Churchill and Admiral Ross T. McIntyre.)

Makes it easy to see why New York women pay such close attention to whatever Margaret Arlen* says or does and why she's a fair-haired favorite of the critics. Said *Variety:* "She's entirely at ease in video... at home and informal." *Billboard:* "The decorative female commentator displays a poise and know-how in front of a lens that many more video-experienced performers might envy." Harriet Van Horne of the *New York World Telegram and Sun:* "She's a gracious and intelligent lady... pretty, too."

If you want New York women to keep up with you (and keep asking for your product) get into the whirl with Margaret Arlen. WCBS-TV or Radio Sales will be glad to show you how it's done.

**On the air Monday through Friday, 11:05-11:30 a.m.*

WCBS-TV

Channel 2 • New York
Columbia Owned
Represented by Radio Sales

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

148,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

Non-Owner Study Made by Advertest

(Report 175)

IN A STUDY of non-TV owners released last week, Advertest Research sought to answer two major questions: To what extent and in what manner are non-owners a factor in today's TV audience? Secondly, when and how can these non-owners be expected to become set owners?

Sampling was made in the New York City area where 1,350,000, or 36.1% of the households, do not have telesets. The study determined that:

The average non-owner watches TV 1.5 days per week. Average daily televiewing for non-owners is 11 minutes; average daily radio listening, 114 minutes. Average sponsor identification, by non-owners, for TV is 71%; for radio, 56%.

A third of all non-owners (450,000) expect to buy a TV set within a year. Purchase apparently will be based on comparison and recommendation. One-quarter have not purchased a set because they could not afford it; one-eighth because of lack of interest; one-fifth because they are waiting for improvements or color.

* * *

Changes Football Dress For TV Screens

NEW COLOR schemes will provide contrast in football uniforms for the black-and-white TV audience viewing Southern California area games this fall. Decision was made after tests on closed circuit were held.

Some 18 teams are slated for the camera, posing the problem of lack in contrast in jerseys, pants and helmets between opposing teams. Idea of distinguishing color schemes was conceived by the Walter McCreery Inc., Beverly Hills, Calif., advertising agency handling the football account for H. Leslie Hoffman, president, Hoffman Radio Corp., the sponsor. Privately monitored tests were held at KFI-TV Los Angeles.

* * *

Children's Shows Increasing Ratings

DAYTIME TV shows of interest to children showed a significant increase in the July 7-14 period, according to American Research Bureau Inc., which credited the rise to summer vacations from school. *Toast of the Town* ranked number one, with a 37.5 rating, in the top 10 shows reported for the period. The ratings are as follows:

1.	Toast of the Town (CBS)	37.5
2.	Philco Playhouse (NBC)	34.1
3.	Talent Scouts (CBS)	33.8
4.	Kraft TV Theatre (NBC)	31.8
5.	What's My Line? (CBS)	31.2
6.	Somerset Maugham (NBC)	29.2
7.	Amos 'n' Andy (CBS)	29.1
8.	Orig. Amateur Hour (NBC)	28.9
9.	Summer Theatre (CBS)	28.7
10.	Arena Theatre (NBC)	28.6

'Toast of Town' Leads Videodex

THE latest Videodex Nation Ratings for 63 markets for Ju 5-11 ranks *Toast of the Town* fir Ratings follow:

		% TV HOM
1.	Toast of the Town (40 cities)	3
2.	Kraft TV Theatre (41 cities)	3
3.	Philco Playhouse (58 cities)	3
4.	Westinghouse Theatre (50 cities)	2
5.	Hopalong Cassidy (17 cities)	2
	Fireside Theatre (50 cities)	2
6.	Talent Scouts (23 cities)	2
7.	Lights Out (43 cities)	2
8.	Amos 'n' Andy (46 cities)	2
9.	What's My Line (28 cities)	2
10.	Martin Kane (58 cities)	2
	Original Amateur Hour (55 cities)	2

'Comedy Hour' Tops Nielsen July Report

WITH a rating of 41.8% hom reached, *Colgate Comedy Hour* h the top 10 programs in the nation Nielsen ratings report for tw weeks ending July 7, just release Second was *Big Town* with 35.4 homes reached. Top 10 program

RANK	PROGRAM	HOM (%
1	Colgate Comedy Hour	4
2	Big Town	3
3	You Bet Your Life	3
4	Philco TV Playhouse	3
5	Somerset Maugham Theatre	3
6	Amos 'n' Andy	3
7	Film Firsts	3
8	Martin Kane, Private Eye	3
9	Fireside Theatre	3
10	Mama	2

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Weekly Television Summary—August 6, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	59,634
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	747,000
Buffalo	WBEN-TV	207,322
Charlotte	WBTV	84,413
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	937,965
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	482,041
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	125,720
Davenport	WOC-TV	56,385
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		205,000
Dayton	WHIO-TV, WLWD	604,293
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	60,050
Erie	WICU	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	121,000
Greensboro	WFMY-TV	70,808
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	125,047
Lancaster	WGAL-TV	104,131
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	1,002,000
Total Markets on Air 63		Total Stations on Air 107

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	91,9
Memphis	WMCT	87,6
Miami	WTVJ	75,0
Milwaukee	WTMJ-TV	247,2
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,4
Nashville	WSM-TV	31,6
New Haven	WNHC-TV	153,8
New Orleans	WDSU-TV	62,1
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,425,0
Newark	WATV	71,6
Norfolk	WTAR-TV	87,6
Oklahoma City	WKY-TV	80,5
Omaha	KMTV, WOW-TV	863,2
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,9
Phoenix	KPHO-TV	300,0
Pittsburgh	WDTV	156,0
Providence	WJAR-TV	84,5
Richmond	WTVR	83,6
Rochester	WHAM-TV	56,3
Rock Island	WHBF-TV	
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		48,1
Salt Lake City	KDYL-TV, KSL-TV	48,2
San Antonio	KEYL, WOAI-TV	97,5
San Diego	KFMB-TV	203,5
San Francisco	KGO-TV, KPIX, KRON	
Schenectady Albany-Troy	WRGB	159,2
Seattle	KING-TV	87,5
St. Louis	KSD-TV	297,8
Syracuse	WHEN, WSYR-TV	124,4
Toledo	WSPD-TV	125,0
Tulsa	KOTV	83,5
Utica-Rome	WKTV	47,0
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	270,4
Wilmington	WDEL-TV	72,4
		Estimated Sets in Use 12,998,0

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may b partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric compani and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas a necessarily approximate.

Can you tie this ?

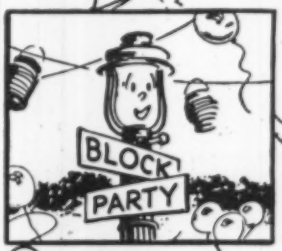
Left to right
Mr. Edw. H. Bohnlofink
C. D. Kenny Co.
Mr. William G. Bauer
C. D. Kenny Co.
Mr. Theodore Patz
Harry J. Patz Advertising Agency
Marvin Ellin
Partymaster of "Block Party".

*A TV Show that . . .

- gets 3,600 replies by mail on a single announcement
- gives prizes to every family in six city blocks per program
- does your distributor-customer merchandising for you

Yes, we're mighty proud of the record of our new show, **"BLOCK PARTY,"** exclusive on Channel 2 in the Baltimore Market. Just to demonstrate the pulling power of this quiz jamboree, the C. D. Kenny Division of the Consolidated Grocers Corporation, one of our sponsors, decided to give away a little plastic apron on the July 4th afternoon show. The result: 3,600 requests in the next two days' mail! Aside from demonstrated pulling power, don't overlook these other two powerful factors: 1: Sponsor's product (prize) is distributed to about 30 selected homes per program—odd or even side of a whole city block. 2: Marvin Ellin, master of ceremonies on Block Party, contacts all grocery stores in Baltimore personally to push your product and to promote better customer-distributor relations as a program tie-in. It is truly a cornucopia gone mad!

*COPYRIGHTED BY MARVIN ELLIN



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WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

18-HOUR DAY

Predicted for TV Soon

"AN 18-hour broadcasting day will become the rule rather than the exception in television within the next 12 months," according to Frederic W. Wile Jr., NBC vice president in charge of network television production.

Mr. Wile made this prophecy during a talk on "What's Ahead in TV Programming" before a convention of Hoffman Television distributors at Huntington Hotel, Pasadena.

Painting a bright picture of an "unlimited" future for the medium, Mr. Wile stated that television would continue to atomize the entire entertainment - informational-advertising - communications - merchandising fields.

On the informational level, he stated that television has the responsibility, with its "terrific power," to present ideas and personalities, to "bring before all the people, those who are running or want to run their government, and debators of the great issues, either as they are being threshed out in actuality in Washington committee rooms or Lake Success or in special programs."

"People who don't have television sets in the next 12 months," he declared, "are just not going to be properly equipped to fulfill their obligations as American and world citizens."

Daytime television, he said, will take such a spurt that the housewife will "need more than one head." Soap operas will share the limelight with other programs of high entertainment calibre. Similar optimism was seen for sports, as Mr. Wile predicted the telecasting of top college football across the country on Saturday afternoons.

PROJECTION SYSTEM

Has Theatre Advantages

A NEW departure in direct projection theatre television has been announced by General Precision Laboratory Inc., Pleasantville, N. Y.

The new method, the Simplex Theatre Television System, was designed and manufactured by GPL and is to be sold through National Theatre Supply. Orders are being accepted for late fall delivery.

Featuring an improved optical design, the new system is said to produce higher overall efficiency. Outstanding improvement of the development is a mirror design for balanced light distribution over the entire screen, GPL claims.

Walter E. Green, president, National Theatre Supply, says the Simplex system will give theatre owners "a brighter, clearer picture than any other foreign or domestic system." Simplex will be serviced by Altec Service Corp.

CELEBRATING signing of *Texans Have Talent Show* on KRLD-TV Dallas, Thurs., 8:30-9 p.m., are (l to r): Jo Anne Reid, program m.c.; J. W. (Jack) Blake, station's sls. rep.; Harry Reid, Miss Reid's agent; Jack Garson, dist. rep., Vitamin Corp. of America, sponsor; W. A. (Bill) Roberts, assist. gen. mgr. KRLD-AM-TV in charge of sales.

EXAMINING a CBS-Columbia Inc. dual receiver during color telecast in Cincinnati are Frank Vamos (l), branch mgr. of one of The Kroger Co. supermarkets in the Queen City, and Hulbert Taft, exec. vice pres., Radio Cincinnati Inc. (WKRC-AM-TV).

JOHN BALLARD (l), Bulova Watch Co. president, accepts plaque commemorating 10th anniversary of first commercial time signal televised. Niles Trammell, NBC board chairman, makes presentation. Bulova spot was on NBC-TV July 1, 1941.

GIVING Lorraine Cugat sendoff before start of KECA-TV Hollywood show featuring her band are (l to r): Morton Edell, pres., American Vitamin Corp., sponsor; Bernard Weinberg, pres., Milton Weinberg Adv. Co.; Marvin Briggs, ABC acct. exec.

PENNSYLVANIA Gov. John S. Fine's television debut in Pittsburgh as WDTV (TV) is discussed by (l to r): Harold C. Lund, newly-appointed gen. mgr. of the television station; the Governor; and H. D. Hirsh, prominent Pittsburgh lawyer.

TORCH of Hope is given Frank P. Schreiber (l) mgr., WGN Chicago, for $95,000 fund raised during WGN-TV marathon last winter for cancer research at City of Hope hospital. Others (l to r): William D. Ingram, pres. Chicago Business Men's Club for City of Hope; Robert Dachman, regional dir.; Art Holland chairman of marathon committee and owner Malcolm-Howard Agency.

NABET FLAGGED

NLRB Ruling Excludes WNBW Directors

NABET last week encountered another roadblock in its concerted move to represent all program personnel at TV broadcasting stations in the wake of a decision by the National Labor Relations Board.

The technicians union, which originally set out on a campaign to organize engineering and program employes at TV stations on a "vertical" basis, was thwarted in its bid to represent three program operations directors and one film editor at WNBW (TV) Washington, NBC O&O station.

In establishing an appropriate unit comprising staging services assistants, the board ruled out the film editor and program operations personnel on the ground that they are supervisors. Elections were ordered by NLRB within 30 days—or roughly within three weeks from today.

The decision was ruled as significant in industry quarters inasmuch as NABET, which recently became affiliated with CIO, had attempted at the outset to organize announcers and later TV directors-producers.

In a case involving KGO-TV San Francisco, NLRB last May held that TV directors should be excluded from a unit comprising program department employes. In another instance involving WFMY-FM-TV Greensboro, N. C., cameramen-projectionists were bracketed with technical personnel but program directors, producers and announcers were excluded.

NABET last fall claimed eight contracts with TV stations and two network pacts (with ABC and NBC) showing cameramen-projectionists included in technical units.

While industry observers were wont to single out NABET's organizing failures, NLRB authorities had a ready explanation: Classification of TV directors, film editors and operations directors as supervisors is subject to interpretation in individual broadcast cases, and thus to constant change. Until television emerges from its evolutionary status to the scope of radio, interpretations are likely to be based on the duties of personnel rather than titles. No two stations are alike, they explained, and the definition of a supervisor is not uniform.

Also at stake as an issue in the jurisdictional squabble is the question of so-called horizontal crafts advocated by the AFL (of which Radio and Television Directors Guild is a member) and the vertical aspect calling for representation of engineering and program personnel in one unit as urged by the CIO (NABET).

The failure of NABET to get support for representation of TV directors was evaluated in the face of competition from RTDG (see separate story). RTDG also intervened in the WNBW case, and the record of the case will be amended to show that the latter union desires to appear on the ballot in forthcoming elections. At WNBW, NABET had sought a unit of all "non-performing" employes, including film editor, operations directors and staging employes.

At WNBW only eight of the 12 sought to be included by NABET emerged as a designated number for the appropriate unit. WNBW's program department is divided into three sections, staging services, production and operations.

The NLRB also granted petitions for withdrawal by two participating unions—Local 829 of the United Scenic Artists of America, the Washington Local of the American Federation of Radio Artists, both AFL.

In excluding the film editor and operations supervisors, NLRB upheld the request of NBC Inc. and denied NABET's claim to bracket them within the same unit. Staging services assistants are not professional employes, however, the board added, noting that "we find it unnecessary to determine whether they constitute a craft."

EMERSON POLICY

Plan to Spur Set Sales

TO stimulate lagging sales of black-and-white TV receivers, Emerson Radio & Phonograph Corp., through its dealers, last week announced that purchasers of the new 1952 Emerson TV models would be permitted to turn them in "at the full purchase price" on color receivers at any time during the next two years. Although the monochrome set must be a new Emerson, the color set may be of any make, the company said.

In making the announcement, Benjamin Abrams, Emerson president, expressed the view that the current color situation has been a greater deterrent to TV set sales than has Regulation W, which tightened credit restrictions, calling for larger down payments and shorter time for the balance than formerly applied. He guessed that perhaps a million color sets may be produced during the coming two years and said that while there is no doubt about Emerson going into the production of compatible color receivers when and if such a system receives FCC approval, "there is grave doubt that Emerson will make any CBS-type color sets in the next two years."

Overall TV set production by the entire manufacturing industry for this year will probably fall 20% short of last year's total output, Mr. Abrams estimated, with a 1951 volume of some 6 million sets as against 7½ million in 1950. Material restrictions will limit production for the final six months of this year to about half that of the same period of 1950, he said, adding that even if the restrictions were to be lifted there would not be time enough to increase production before the end of the year.

TRENDEX EXPANDS

Additions Begin Oct. 15

TRENDEX Inc. has announced three expansions of its service, beginning with the Oct. 15 Trendex report: (1) The following cities will be added as Trendex checking cities, either immediately or as they become interconnected—Louisville, Des Moines, New Orleans, Kansas City, Omaha, San Francisco, Atlanta, Minneapolis-St. Paul, Los Angeles—which will increase the Trendex sample to more than 700 TV homes per half-hour.

(2) Ratings on afternoon programs—noon to 6 p.m.—will be added.

(3) For all multi-station cities, the reports will include monthly indexes showing sets-in-use and share of audience by two-hour periods for each evening. This city information will be published a month following the network report.

The expansions are being added without any increase in subscription rates, the research firm announced.

AT&T EXHIBIT

TV Methods Demonstration

AN EXHIBIT demonstrating the transmission of TV programs over AT&T network facilities from NBC studios to homes across the nation has been set up by AT&T in cooperation with NBC in the RCA Bldg. in New York.

Incorporated into the regular Radio City NBC tour, the exhibit consists of two sections. One is composed of three panels demonstrating mechanics of producing a TV program and methods of relay to the transmitter for broadcast, plus a map of the current and projected NBC TV network. Other section details the two methods—coaxial cable and microwave relay—by which AT&T transmits television shows.

The exhibit, designed by Roy Bertell, was presented to William S. Hedges, NBC vice president in charge of integrated services, by John Waidlich, AT&T public relations director.

Plan S.A. Television

JAMES VALENTINE, formerly chief engineer at the ABC Central Division, Chicago, and his wife, Carol Howard, former station operations director at KECA-TV Los Angeles, leave New York next Saturday (Aug. 11) for Buenos Aires to establish a television broadcasting system in Argentina. Financed by IT&T, the couple will expand their operations to several other South American countries after establishing an initial set up in Buenos Aires, it was explained. They plan to spend one year in Argentina.

"TOUCHDOWN"

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•
•

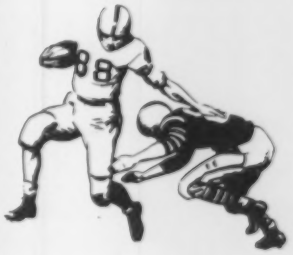
ANOTHER

TEL RA

FIRST

for

TV



Entering the fourth consecutive season! The biggest and best show of its type . . . again available for fall sponsorship. TOUCHDOWN is unrivalled for intense market penetration, and has been used with great success by leading advertisers across the nation.

13 weeks of colorful collegiate play highlighting top games throughout the season. Commentary by Byrum Saam. Time: 30 minutes. Write, phone or wire IMMEDIATELY for availability and prices.

TEL RA

PRODUCTIONS

1518 Walnut Street

Philadelphia 2, Pa.

PHONE

KIngsley 5-8540

Producers of

Telesports Digest,

National Pro Highlights,

Dick Dunkel's Football Ratings,

Sports Briefs

film report . . .

ADVENTURES of the U. S. Forest Rangers will be featured in a new series of half-hour films for TV. **ALLEGRO Productions**, Hollywood, will produce the films in color, basing each story on an actual incident from the Dept. of Interior's ranger files. National parks and forests will be used as settings for the films. A former ranger, **Stan Jones**, has been granted exclusive rights to story properties by the Interior Dept. and has concluded a deal with Allegro for the material.

A weekly religious radio program will be adapted for TV by **WILLIAM F. BROIDY Productions Inc.**, Los Angeles, under the title, *Trinity Theatre*. The five-year-old radio show is *The Hour of St. Francis*. Both radio and TV versions are produced in cooperation with the **Third Order of St. Francis**, which will package the program. **Father Kenneth Henriques**, O.F.M., is in charge.

So This Is Life, a five-minute human interest series, is being readied for production by a new Los Angeles firm, **BERWELL Productions**. The firm was formed by **Bernard Luber, Robert Maxwell** and **Jerry Schnitzer**. Messrs. Luber and Maxwell are currently filming *Superman* for **Superman Inc.**

A series of four one-minute video spots for **Flint** cutlery and mixers is being prepared by **SARRA Inc.**, Chicago. Agency for the account is **Earle Ludgin** and **Mrs. Florence G. Murdoch**, account executive, is supervising production.

Two new corporations are being set up for **STEPHEN SLESINGER Productions Inc.**, Hollywood, by **Herbert H. Gerken**, vice president and treasurer. Mr. Gerken was formerly with **S. D. Keidesdorf & Co.**, New York C.P.A. firm. New series in planning stage are *Red Ryder*, *Winnie the Pooh* and *Blondie*.

Advance sale in nine markets for *Old American Barn Dance* is reported by **KLING STUDIOS**, Chicago, now completing the 13-week half-hour series. Twenty-four performers are featured, including **Grace Wilson, Lulu Belle** and **Scotty**, and **Karl** and **Harty**. Kling also produces *Vaughn Monroe Show* and *Yellow Kid Weil*.

TOP QUALITY MOTION PICTURES
Since 1932

Up-to-date completely equipped New York studios of

VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

Color continues to figure in **SNADER TELESCRIPTIONS'** plans. **Carl Ravazza** and an Indian organist-pianist, **Korla Pandit**, are featured in the latest series of color telescriptions . . . Two new series of three-minute musical shorts also have been completed by Snader, featuring **Nat (King) Cole** and his **Trio**, and **King Sisters** with **Alvino Rey** and orchestra.

Sales & Production . . .

JERRY FAIRBANKS Productions, Hollwood, is producing "The Other Jessie Grant" as its latest *Bigelow Theatre* play. Film is scheduled for release in early September on 34 TV stations. Fairbanks also has completed new series of TV film announcements for **Drug Store TV Productions'** DuMont network show, *Cavalcade of Stars*. Agency is **Product Adv. Corp.**, New York.

* * *

BRACKEN Productions, Los Angeles, has sold *Willie Wonderful* film puppet series to KPIX (TV) San Francisco for 26 weeks starting Sept. 3.

* * *

WILLIAMS Productions, Los Angeles, has acquired 36 scripts from ABC which were formerly used on its *Retribution* radio series. The scripts will be used in *Invitation Playhouse*, quarter-hour video film series scheduled for production Sept. 4.

* * *

BING CROSBY Enterprises, Los Angeles, announces next film in *Cry of the City* series will be "The Wedding," starring **Richard Rober**.

* * *

CINETEL Corp., New York, has sold rights to first 13 issues of *Pathe Hy-Lights*, with commentary by Columnist **Hy Gardner**, to **Irving Studer** of **Artist Representatives Agency**, who in turn leased them to DuMont TV for national distribution. . . . Cinetel also is producing *Thrills of the Year*, incorporating unusual headlines and behind-the-scenes events, and an adventure series for children.

Elect Partridge

ELECTION of Dr. E. DeAlton Partridge, president-elect of Montclair State Teacher's College, as president of the TV Council of Higher Education in New Jersey have been announced. Other officers named by the TV Council, organized in June to explore the possibilities of cooperative action in TV educational programming are:

Rev. Thomas J. Gillhooly of Seton Hall U., vice president; Robert B. Macdougall, education director, WATV (TV) Newark, executive secretary; Wesley D. Camp, Monmouth Junior College, treasurer; Elizabeth C. Butterfield, of WATV's education department, recording secretary.

TV reception is no longer a hazard in Hazard, Ky., since this antenna was strung atop a nearby mountain. ➤

MASTER ANTENNA

Wisconsin PSC Dismisses

WISCONSIN Public Service Commission has ruled it has no jurisdiction to approve a petition of a Rice Lake radio salesman who wants to install a master TV antenna there and pipe TV shows into the now-dead reception area. The commission, in a ruling approved by all three commissioners, ordered the application for approval dismissed. Jurisdiction reportedly rests with the FCC.

Edwin F. Bennett, regional advertising representative for the Arrowhead Network and WJMC Rice Lake, plans to pipe in TV shows from St. Paul and Minneapolis to subscribers on a monthly fee basis. Rice Lake is located in a valley, where reception is poor, but could receive shows from a master antenna on top of a nearby hill, Mr. Bennett said.

A coxial cable from the antenna would carry transmissions on leased telephone poles, along which the cable would be run and fed into homes and businesses. Mr. Bennett has figured the cost tentatively at $100 for installation in addition to subscription fees of $3.50 a month for homes and $5 for businesses.

WHIO-TV Gets Color

WHIO-TV Dayton will join the CBS-TV color network this week for a three day run, giving Dayton its first look at color television. The full CBS-TV color schedule will be carried Wednesday through Saturday, and the Kroger Co., which demonstrated the colorcasts in its supermarkets in Cincinnati July 20-Aug. 4 via WKRC-TV there (see TELERAMA, page 76), plans similarly to rotate CBS-Columbia receivers in its Dayton stores. In addition to these showings, WHIO-TV plans to demonstrate CBS colorcasts to newsmen today (Monday) and to local CBS-Columbia distributors and dealers tomorrow.

MASTER CONTROL

WBAL-TV Converts Syste

WBAL-TV Baltimore last we completed conversion of its tec nical facilities to a master contr system. The conversion, a si months project, was made at a co of $150,000 and with a negligib loss of air time.

John T. Wilner, station directo of engineering, announced that a expanded operation will be avai able for fall programming. It expected that greater flexibili of production will result from th master control arrangement. Ad dition of new facilities increase WBAL-TV's studio space to 4,8 square feet.

HAZARD PROJECT

Set Up Antenna Communi

NATIONAL television shows ar available on a community basis t another mountain location, Hazar Ky., which is 90 airline miles fro the nearest TV station, it is note by General Electric which has ap pointed Hazard TV Co. a dealer

Hazard, located in a valley tha is ringed by hills, is getting recep tion via a mountain-top antenn system mounted 1,000 ft above th town. Signal amplifiers and coaxial wireline strung down th mountain side bring in TV signals A number of home TV sets hav been connected to this antenna sy tem by coaxial cable and are re ceiving programs from Huntington W. Va., and Cincinnati. The com pany was formed by Dewey Daniel banker, and E. J. Davis, coal min operator, GE reports. Similar com munity antenna projects have bee reported in past issues of BROAD ING • TELECASTING.

EDUCATIONAL TV

Legislators Want Hearin

CAPITOL's New Jersey delegatio has been referred to FCC's short cut procedure toward lifting th television freeze in answer to th legislators' resolution protestin Commission failure to allocate an educational channels in the Garde State.

The delegation had requested ora hearing. Chairman Wayne Co outlined the section in FCC's notic that any party submitting a swor statement or exhibit can then re quest oral presentation, but sai "the question of a oral hearing fo the educational institutions of th state of New Jersey is not a ques tion which can now be decided."

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

'DIXON DAY'

Breaks Park Record

TELEVISION coverage of the first stage show ever put on at Cincinnati's Coney Island Moonlite Gardens was claimed by WCPO-TV of that city last month on the occasion of "Dixon Day," set aside for Paul Dixon, station's TV disc jockey.

All existing records were swept by the boards as an estimated crowd of 100,000 jammed the entrance to see Mr. Dixon and his program of entertainers — despite TV coverage from the amusement park.

Mr. Dixon, whom WCPO-TV claims has successfully demonstrated that disc shows can be effective on TV, did a special non-telecast program at 5 p.m. on the mall and later, at 9:30, emceed *The Dixon Quiz* from the picnic pavillion.

Compliments were paid to Mr. Dixon's drawing power by M. C. Watters, general manager of WCPO-AM-FM-TV, and by Ed Schott, president and general manager of Coney Island. Mr. Watters said it was a testimonial to Mr. Dixon as a TV personality, while Mr. Schott noted that he had succeeded in breaking attendance records set by touring dance bands.

SILENT SHOW

WSAZ-TV Carries On

EVERY hoofer knows the adage: The show must go on. WSAZ-TV Huntington, W. Va., transferred this feeling to the television screen last month when it lost its sound transmission just before its picture went off for three hours.

Station was about to put on *Let's Doodle*, a thrice weekly local program featuring Shawkey Saba, a staff artist. Armed with easel and charcoal stick, Mr. Saba faced the cameras and began his doodling after pantomime introduction. During his show, Mr. Saba silently wrote out what the station's trouble was, first in nearly two years of operation, and asked people not to phone the station. He wound up the show with a diagram of the transmitter, towers with broken antennas and other visual description of WSAZ-TV's plight.

One poster read something like this, according to the station: "We'll be back on the air soon with sound and pictures. This is our first silent TV show. Please do not telephone. We are making history!" Then, said WSAZ-TV, "everything blew!"

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF

Mr. Schott (r) tells Disc Jockey Dixon and an audience of 5,000 that another 5,000 have been turned away from the special show at Moonlite Gardens ◄

CBC LINKS

Contracts Signed with Bell

CANADIAN Broadcasting Corp. has signed contracts at Ottawa with Bell Telephone Co. of Canada for five years to provide television network links between Buffalo, Toronto, and Montreal. No starting date was set, as CBC TV stations at Toronto and Montreal are not yet in operation. Network service will bring United States programs to Canada. Contract is for $225,564 a year.

At the same time CBC signed new contracts as of Oct. 1, 1952, with Canadian National and Canadian Pacific railways for AM line service across Canada at basic cost of $1,252,853 a year. This service by the telegraph subsidiaries of the railways has been in operation for many years.

IN-SCHOOL TV

Quaker City Growth Noted

IN-SCHOOL television is expanding as an adjunct to the classroom curricula in Philadelphia. Plans now call for a boost in the record 11 telecasts per week of last year or a total of 295 programs in science, art, mathematics, history and other classroom subjects.

Programs on fine arts, featuring known artists in the painting, drama and dance world are under consideration. Other programs may be added to the primary grades' classroom log.

The TV project is directed by the Philadelphia Board of Education under supervision of Martha A. Gable. In order to consult with several other cities and foreign countries and help them set up in-school TV programs, Miss Gable during the past year has visited various communities. Officials have come to Philadelphia from some 20 U. S. cities and from countries abroad to study the technique employed in the Quaker City.

RCA TUBES

The standard of comparison

Faithful Servants☆

☆ **RCA-design 892-R** air-cooled power amplifier tubes have been demonstrating their long life and dependability in hundreds of the nation's leading 5- and 50-kw AM transmitters for many years. For the finest in power tubes . . . buy RCA.

RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor . . . and he's as close as the phone on your desk.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

programs promotion premiums

PUBLICIZES AWARDS

WHK Cleveland, which won eight awards in *Cleveland Press* Local Radio Poll, mailing to more than hundred advertising agencies reprints of newspaper with list of awards won by station superimposed on pages. Front cover of sheaf of reprints has attached large blue ribbon with WHK call letters in gold.

'VOICE' BEAUTY CONTEST

WCUE Akron conducted beauty contest "adapted for radio" during morning disc jockey program. Object: To find girl with most beautiful speaking voice. Contestants tape-recorded voices, which were played back to contest judges. Winner was young stenographer.

NEW STYLE?

WBEX Chillicothe, Ohio, *Record Rendezvous*, 4:05-5 p.m, Mon.-Fri., featuring Joe Sallay, sponsoring contest to name "Mystery Band" tunes. Listeners sending in record labels which will be woven into jacket and called "Rec-or-jak." It will be worn by Mr. Sallay's arch rival on WBEX, Ron Johnson, for full week. Sunday picnic for contestants and station staff will wrap up promotion.

BIG FLOOD

CBS in cooperation with American National Red Cross presented special dramatic narrative program on the Kansas flood, titled *The Big Job*, last Wednesday, 10-10:30 p.m.

LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.

WORDS OF A CHAMP

VOICE of America will beam impromptu speech made by Jersey Joe Walcott, new heavyweight boxing champion, at Newark festivities honoring his victory. Message, recorded by WNJR Newark, is the fighter's recount of his uphill climb to championship in what he describes as the greatest country in the world for a Negro.

NATIONWIDE OFFER

WFIL and WFIL-TV Philadelphia offering at cost to more than 3,000 AM, FM, and TV stations throughout country specially-packaged transcribed series of their prize-winning *What America Means to Me* programs, featuring brief statements by some of the most distinguished men and women in country. 500 copies have also been mailed to Standing Committee of American Citizenship of American Bar Assn. for use in organization's public education program. Besides red, white and blue four-page brochure outlining WFIL offer and telling in brief story of *What America Means to Me*, package includes two 16-inch double faced transcriptions with individual open-end program cuts, so that individual station credit can be inserted. Also included is brief biographical introductory material on each of speakers, as well as suggestions for theme music to be used.

BASEBALL TRYOUTS

KRNT Des Moines in cooperation with Chicago Cubs baseball team sponsored fourth annual KRNT-Cubs Baseball Tryout Camp. Station plugged tryouts, presented as public service by sports staff, for entire month. KRNT used heavy air schedule, newspaper ads, KRNT Theatre marquee billing and letters to coaches and groups interested in project.

'ODD LOOKING MAMMAL'

WILS Lansing sending trade and advertisers large folded brochure with poem about camel with four humps. As piece unfolds poem continues until reaching center spread where it reports that "he carries me four times as far (speaking of sponsor) . . . for the money . . . WILS gets you up to 4 times as many listeners per dollar as Lansing's second station." Each section of verse has cartoon of camel and his four humps with sponsor as driver.

WOMEN'S FEATURE

WJZ-TV New York last Friday launched new weekly feminine panel program *Face the Women*, 11-11:30 p.m. Program is being produced by Lorelei Lewis for Wayne Wirth Telefeatures, in cooperation with ABC.

SEMPER PARATUS

U. S. Coast Guard, New London, Conn., sponsoring *Coast Guard Cadets on Parade* over NBC, Sat., 1:30-2 p.m., beginning Sept. 8.

AD REPRINTS

WFBR Baltimore sending advertisers reprint of ad appearing in BROADCASTING • TELECASTING describing *Club 1300*. Headlined "Power House," ad tells about results program has achieved for sponsors as well as public service drives.

BROWNS SALE

KXOK St. Louis, *Wake Up St. Louis*, weekly discussion program, recently presented discussion based on reorganization of St. Louis Browns baseball club, bought by Bill Veeck, noted sportsman. New top man of team gave listeners glimpse of plans for club.

KIDDIE'S DAY

KEX Portland, Ore., held "Kiddie's Day" at amusement park with stars of station's children's programs on hand to greet youngsters. KEX reports more than 19,000 persons were attracted.

PRIMARY RETURNS

WIP Philadelphia in cooperation with local non-partisan civic committee used window displays, street displays and spot announcements to build up its coverage of returns on local elections. Station reports displays drew many downtown shoppers and office workers during four days they were used preceding election.

ARMED FORCES SERIES

ARMED FORCES Radio Service rebroadcasting *The Temple Hour* weekly religious series heard over WWRL New York, Fri., 10:30-11 p.m. Programs being recorded weekly in New York for shipment overseas to all AFRS stations.

SUMMER SELLING

KSL Salt Lake City distributing trade promotion folder headlined "The Sky's the Limit," which advocates "Come Summer. . . . Go where the money goes. . . ." Station claims "advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night."

DISCUSSION FORUM

KMPC Hollywood, *Open Forum*, Sun., 6:15-7 p.m. (PST). Discussion by panel of four representative community leaders of all sides of important questions of world, national, state and local interest. Listeners asked to phone in questions for discussion. Dr. John E. Van de Water, teacher of law and business adminstration, U. of California Los Angeles, is moderator.

RADIO'S EFFECTIVE POWER

GROCERY Store Products Co. uses its participation in WBBM Chicago's *Paul Gibson Programs* to promote general consumption of mushrooms and specific sale of its product, B-in-B mushrooms. Company offered listeners series of mushroom recipes, but after six days cancelled offer because of response to limited-appeal item. After six mentions, 1,232 different requests were received for series. It cost sponsor 54 cents to introduce each family to new ways of using muchrooms.

NEWS ROUNDUP

KECA-TV Los Angeles, *Press Box*, Mon.-Fri., 11-11:20 p.m. (PDT). Divided into two ten-minute blocks, program features roundup of sports by Hank Weaver and analysis of news by Chet Huntley.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BLOOD DRIVE

Alaskan Stations Promote

RADIO stations in Juneau, Anchorage and Ketchikan banded together to put across a Red Cross blood drive in Alaska—first in the territory's history—for "one of the most successful on record," the Red Cross has announced.

Citing the Alaskan radio stations for their participation in the drive, the Red Cross credited Robert Smedley, manager of KTKN Ketchikan; with "the most original recruitment device" in the campaign. Additionally, KENI KFQD and KBYR Anchorage all spurred listeners into over-subscribing the city's quota of 1,000 donors, the Red Cross said. KINY Juneau covered that city's drive.

When the amphibious mobile unit neared the city, Mr. Smedley arranged for an unusual stunt, sending Staffman Wilford Green atop a totem pole in Ketchikan's famed Totem Pole Park. He was instructed not to leave until the quota was reached. Stunt was publicized with a continuous flow of spot announcements and station breaks.

Also cited was KTKN Disc Jockey Rick Lauber who constantly reminded listeners of the approaching mobile blood unit and played musical dedications for donors. He also set up a competition between crews of two Coast Guard cutters stationed in the city. So successful was the drive that the pledge average of the Alaskan cities was proportionately greater than that for San Francisco, with a population 40 times their combined size.

New NFAA Members

WITH four new agencies joining the recently formed National Federation of Advertising Agencies, headquartered in Los Angeles, the group now has a membership of 19 agencies, according to Byron H. Brown, president. New members admitted are Arnold & Co., Boston; Associated Advertising Agency, Wichita; Harvey Adv. Agency, Topeka; Speed & Co., Baltimore.

High man on Alaskan totem pole is Mr. Green, who occupied top-perch until city subscribed full quota of blood to Red Cross drive.

HADACOL CARAVAN

Will Visit 18 States

HADACOL will make the rounds again, featuring "another fabulous Hadacol Good Will Caravan," according to Sen. Dudley J. LeBlanc, president of The LeBlanc Corp.

Hadacol's president says this year's entertainment troupe will play 50 cities in 18 states, an increase over 1950's 18 cities in seven states. Stars include Jimmy Durante, Milton Berle, Carmen Miranda, Rudy Vallee, Dick Haymes and Jack Dempsey. Three bands, dancers and an assortment of jugglers, acrobats and clowns are included. The caravan starts on its trail at Lafayette, La., in the heart of the Bayou country. Radio and TV promotion will precede the tour, Sen. LeBlanc said.

Sen. LeBlanc said Hadacol will be spending about a half million dollars for talent alone. Advance sales in the "caravan territory" already have reached $6 million, he said. States in addition to Louisiana are Mississippi, Alabama, Georgia, South and North Carolina, Virginia, West Virginia, Kentucky, Indiana, Ohio, Missouri, Illinois, Iowa, Nebraska, Kansas, Oklahoma and Texas.

KGO MARATHON

Simulcast Raises $200,000

KGO-AM-TV San Francisco captured Northern California listeners July 27 and held them for more than 21 hours with a simulcast that raised an estimated $200,000 for the Cerebral Palsy Assn.

KGOers are claiming it was the greatest promotion and production ever staged by radio or TV in the area—even surpassing the MacArthur homecoming celebration and the Kefauver Committee hearings.

The simulcast was originally planned as a 12-hour marathon *Celebrity Parade* to raise funds for a $45,000 deficit faced this year by the Cerebral Palsy Assn. in the San Francisco Bay Area. So successful was the show that it was continued for 21½ hours.

Idea for the promotion was conceived by Vince Francis, KGO sales manager, whose own son is a cerebral palsy victim. The exhausting emcee roles were handled by Lee Giroux, former KGO announcer now a freelance TV star, and Jack Webb, of Hollywood. Bill Hollenbeck, KGO-TV director, supervised camera work. Gayle Grubb, KGO general manager, did much of the work behind the scenes.

SCRIPTS SOUGHT

NBC Gets Govt. Requests

STATE DEPT. has asked NBC to release a copy of its July 6 special events broadcast on the Prague (Czechoslovakia) trial of William Oatis, AP newsman, convicted of espionage in the Iron Curtain country.

The 15-minute program, which broadcast recorded excerpts of the trial, including testimony by Mr. Oatis, carried commentary by former AP Prague reporter, A. I. Goldberg; Ed Haaker, NBC Frankfurt correspondent, and Henry Cassidy, NBC's director of news and special events.

The network also has been requested by the Senate Crime Investigating Committee to turn over recordings and transcripts of its *Truth About Narcotics* three-part series, now being heard Sunday, 1 p.m.

HPL Cited

LETTERS received by Paul West, *The Housewives' Protective League* commentator on KIRO Seattle, have been cited on the floor of the House by Rep. Hugh B. Mitchell (D-Wash.) during debate on economic controls. The correspondence favored continued price control. Rep. Mitchell said "these are not pressure letters written at the behest of any organization . . . [but are] simply from individuals worried about the effect of the price pinch . . . They are worthy of consideration by this Congress."

No War

A FAKE bulletin announcing Russia had declared war on the United States aroused WATH Athens, Ohio, listeners a fortnight ago and has station officials searching for the "malicious practical joker" responsible for the hoax. The false news, which was retracted by the station within 30 seconds after its airing, was announced during a remote broadcast of *Town Talk* from a local department store. The "bulletin" was received at the store by telephone from a man identifying himself as a member of the WATH staff. Station reports it received more than 20 telephone calls from listeners within seconds after the news was broadcast. Denials were aired by WATH throughout the remainder of the day.

NBC *Draguet* moves to new Thursday time on 11 network Pacific Coast stations, 9-9:30 p.m. (PDT). Stations affected are KOMO Seattle; KGW Portland; KMED Medford, Ore.; KOH Reno, Nev.; KCRA Sacramento; KNBC San Francisco; KMJ Fresno; KERO Bakersfield; KIST Santa Barbara, Calif.; KFI Los Angeles; KFSD San Diego.

Adequate advertising helps business manufacture more customers at low cost. Your advertising in Printers' Ink tells the leading buyers of advertising how your station can help them manufacture more customers in your market — at low cost.

WWDC NOW 2nd in total share of Washington audience*

Ask your Blair man for the whole story

*Pulse: May-June, 1951

WANTED!

murder scripts

Wanted—scripts adaptable for radio and/or TV.

For more information on story requirements, payment rates, etc., write to—

W. P. ROBINSON
V. P. in charge of Programs

WLW
Cincinnati 2, Ohio

allied arts

CHARLES B. BROWN, director of television sales, Bing Crosby Enterprises Inc., L. A., appointed vice president in charge of sales. BASIL GRILLO, secretary-treasurer, named executive vice president. T. W. JOHNSON appointed secretary-treasurer, and HOMER DUERR appointed assistant secretary-treasurer. JOHN O'MELVENY appointed legal council and vice president.

BALL & GRIER Public Relations Assoc. opening offices in Utica, N. Y. Partners in firm are GEORGE W. BALL and JOHN J. GRIER, who served on public relations staff University College of Syracuse U. WALLACE C. (Tony) ROBERTS, reporter *Utica Observer-Dispatch*, named account executive.

ELLIOTT H. KELLY named director of labor and public relations Snader Telescriptions Corp., Beverly Hills.

SUZANNE DALBERT, French stage and screen actress, signed by Jerry Fairbanks Inc. for major role in *Recipe for Murder*, latest in *Front Page Detective* television film series.

AL JOSEPH named filmed director Superman Inc., L. A. He will direct half-hour film series, *Superman*, currently in production.

THOMAS L. MILANA, national field representative Associated Artists, N. Y., to Sterling Television Co., N. Y., in similar post.

RICHARD KROLIK, project supervisor March of Time, and MARY STUART, New York television actress, married Aug. 1 in New York.

THOMAS G. CASSADY, partner in the Chicago investment firm Farwell, Chapman & Co., named chairman of Crusade for Freedom in Cook, Lake and DuPage counties. Group operates Radio Free Europe for areas behind the "Iron Curtain", and is currently working for enrollment of one and one-half million persons for contributions of $200,000 in the Midwest.

EVERETT REIMER named principal in Willard Simmons & Assoc., New York research firm. He was with the Survey Research Center of U. of Michigan.

JERI WALSH, assistant to producer-director of *Kraft Television Thatre*, J. Walter Thompson Co., N. Y., to MacLevy Studio N. Y., as assistant to the advertising public relations director.

ASTATIC CORP., Conneaut, Ohio, announces production of new microphone, crystal model DK-1. Small microphone is designed for easy camouflage and to give audience better view of entertainer.

GRAYDON AUSMUS, director of radio broadcasting services U. of Alabama, and vice president of National Assn. of Educational Broadcasters, appointed to four-man committee to administer Kellogg grant given association.

WILLIAM A. NAIL, program director Radio Broadcasting Services and WUOA-FM U. of Alabama, named program assistant. Overseas Services Section, Voice of America.

JOHN GROLLER, associate professor of radio education and director of radio workshop Ithaca College, appointed director of new radio and TV office created by Board of National Missions of Presbyterian Church in U.S.A. He was with CBS and McClatchy Broadcasting Co.

HAROLD E. STASSEN, president, U. of Pennsylavnia, appointed chairman of 1951 Crusade for Freedom $3,500,000 fund drive.

Equipment . . .

HENRY ONORATI, assistant advertising manager and national production manager RCA Victor Records, appointed director of electronics advertising Crosley Div., Avco Mfg. Corp. Mr. Onorati will supervise all electronics advertising for Crosley.

Mr. Onorati

ROBERT E. GIANNINI, sales section, tube division, General Electric, Schenectady, appointed district representative for company's tube division with headquarters in L. A. EDWARD T. CONNOLLY, GE tube replacement sales, Schenectady, named district sales representative for tube division. He will make his headquarters in Cleveland. H. B. NELSON Jr., supervisor of cooperative advertising for GE electronics department's receiver division, appointed assistant to sales manager of replacement tubes for company's tube division.

MANUFACTURERS ELECTRONIC SERVICE, Santa Monica, Calif, appointed by MAGNECORD Inc., Chicago, as its West Coast service station, under direction HARRY E. FETIG. All equipment used in new service plant is duplication of equipment used in Magnecord factory. Complete parts service is maintained along with repair and replacement service. Announces addition of public relations department headed by NONIE HUNTER. New Department will keep the recording and allied fields along with general public informed of developments in research and test laboratories, and of new happenings in production department.

GEORGE J. COSSMAN, Chicago district manager and member of board of directors and executive committee Graybar Electric Co., N. Y., retiring after 51 years service with company.

ALLEN B. DuMONT Labs, Clifton, N. J., announces new model image orthicon camera chain, model TA-124-E. It is designed for use in field, in studio, or for film pickup. Company also announced new improved video switching and mixing equipment. Equipment consists of nine-channel switch unit, mixer line amplifier and low voltage supply.

Technical . . .

EDMUND J. SMITH, chief studio engineer WTMA Charleston, S. C., enters Capitol Radio Engineering Institute, Washington, specializing in TV.

J. W. ROLAND, supervising operator CBV Quebec, to same position CBM-FM Montreal.

EUGENE LAJOIE, supervising operator CBJ Chicoutimi, to same post CBM Montreal.

IAN STEPHEN, operator CBW Winnipeg, to CBK Watrous, in same capacity.

EDWARD J. CONTURE, engineer KECA-TV Los Angeles, father of girl, July 16.

J. HERBERT RATTIGAN, WBMS Boston, appointed chief engineer WOTW Nashua, N. H., succeeding ROBERT C. BINGHAM, now with WLAW Lawrence, Mass.

DEDICATION of RCA's two-way mobile communication system designed for police, fire and civil defense communications, was held in Philadelphia. New center will serve as auxiliary radio station for control of city's motorized police and fire departments, and control center during civil defense and general emergencies.

I DON'T WANT TO BUTT IN, BUT HAVE YOU HEARD ABOUT KGLO
kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA
15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

ALL SMILES at the new alignment of McBride & Holmes Adv., formerly known as James McBride Adv. Agency, are Mr. McBride (l) and Jack Holmes, new member of the agency. Mr. Holmes formerly was southwest sales manager for Ziz Television programs. McBride & Holmes has offices in Fort Worth and Dallas.

BOSTON POOL

Covers MacArthur Visit

BOSTON radio and television stations pooled their facilities and manpower July 25 and 26 to cover events of Gen. Douglas MacArthur's visit to that city. Handling details were Charles Vassal, WBZ, as technical director and Paul Keyes, WNAC, as program director.

Radio coverage included Gen. MacArthur's arrival and motorcade, visit to Quincy and trip to the State legislature which he addressed in the evening. His arrival and speech also were telecast. Following day the General went to City Hall and Murphy General Hospital, covered by radio. Stations picked up portions of two-day highlights on basis of their time availabilities.

Participating in the pool were these Boston-area stations: WBZ-AM-TV, WEEI, WNAC-AM-TV, WCOP, WLAW (Lawrence), WHDH, WJDA (Quincy), WORL, WVOM, WTAO (Cambridge), WCRB (Waltham), WKOX Framingham), WMEX and WHEE.

MEMBERS of the 42d "Rainbow" Division of New York National Guard will make extensive radio and TV "guest" appearances this week over New York metropolitan stations, to stimulate interest in Guard activities. Public service campaign precedes a two-week training period for the division at Pine Camp, Watertown, N. Y.

KAHN APPOINTED

Heads RTMA Promotion Unit

APPOINTMENT of a Promotion Committee for Radio-Television Mfrs. Assn., with J. J. Kahn, Standard Transformer Corp., as chairman, has been announced by Robert C. Sprague, RTMA board chairman.

At the same time Mr. Sprague also renamed H. N. Henrye Saller, of John E. Fast & Co., chairman of the association's Credit Committee for the ensuing year. Mr. Saller has headed the group, one of RTMA's largest and most active, during the past year. D. F. Reed, of Raytheon Mfg. Co., was reappointed eastern vice chairman and A. D. Sigler, Crucible Steel Co. of America, western vice chairman.

Formation of the Promotion Committee, authorized during RTMA's annual convention in Chicago in June, stemmed from suggestions that RTMA provide tangible evidence of its services for the information of members and non-members looking toward increase in membership.

Chairman Kahn, who took an active hand in the recent reorganization of the manufacturers' association, also is a member of the board of directors and past chief of the Parts Division. He also represents RTMA on Radio Parts and Electronic Equipment Shows Inc.

Rounding out the new promotion unit are Max F. Balcom, Sylvania Electric Products Inc. board chairman; Paul V. Galvin, Motorola Inc. president; and Leslie Muter, Muter Co. president. Serving ex-officio are RTMA President Glen McDaniel and General Manager James D. Secrest.

D-J SONG CONTEST

Fullen Named Winner

UNIVERSAL International Films has announced the disc jockey winners of its recent Frank Sinatra song contest, with grand prize of $500 U. S. Savings Bond (or an expense-paid week in New York) awarded to Gene Fullen of KSAL Salina, Kan. Contest was conducted among disc jockeys and their listeners to determine most popular standard selections recorded by the Columbia Records vocalist. Songs getting the most votes will be included in the forthcoming Universal motion picture "Meet Danny Wilson," starring Mr. Sinatra.

Runner-up prizes of 12 Bulova "Academy Award" watches were received by disc jockeys:

Emerson Kimball, WCOL Columbus, Ohio; Maury McGill, WBBW Youngstown, Ohio; Herbert S. Fontaine, WCOU-AM-FM Lewiston, Me.; William R. Lawson, WATS Sayre, Pa.; Joe Sikes, KANE New Iberia, La.; Paul Hennings, WNOR Norfolk; Wayne Allen, KSEL Lubbock, Tex.; Rodney V. Louden, KPOJ Portland, Ore.; Bob Earle, KSO Des Moines; Jim McNamara, WALA Mobile, Ala.; Whitney Hains, CKCW Moncton, N. B.; Bob Watson, WSB Atlanta.

EFFICIENCY FACTS about the Continental 315 TRANSMITTER

Special

CERAMIC COIL FORMS

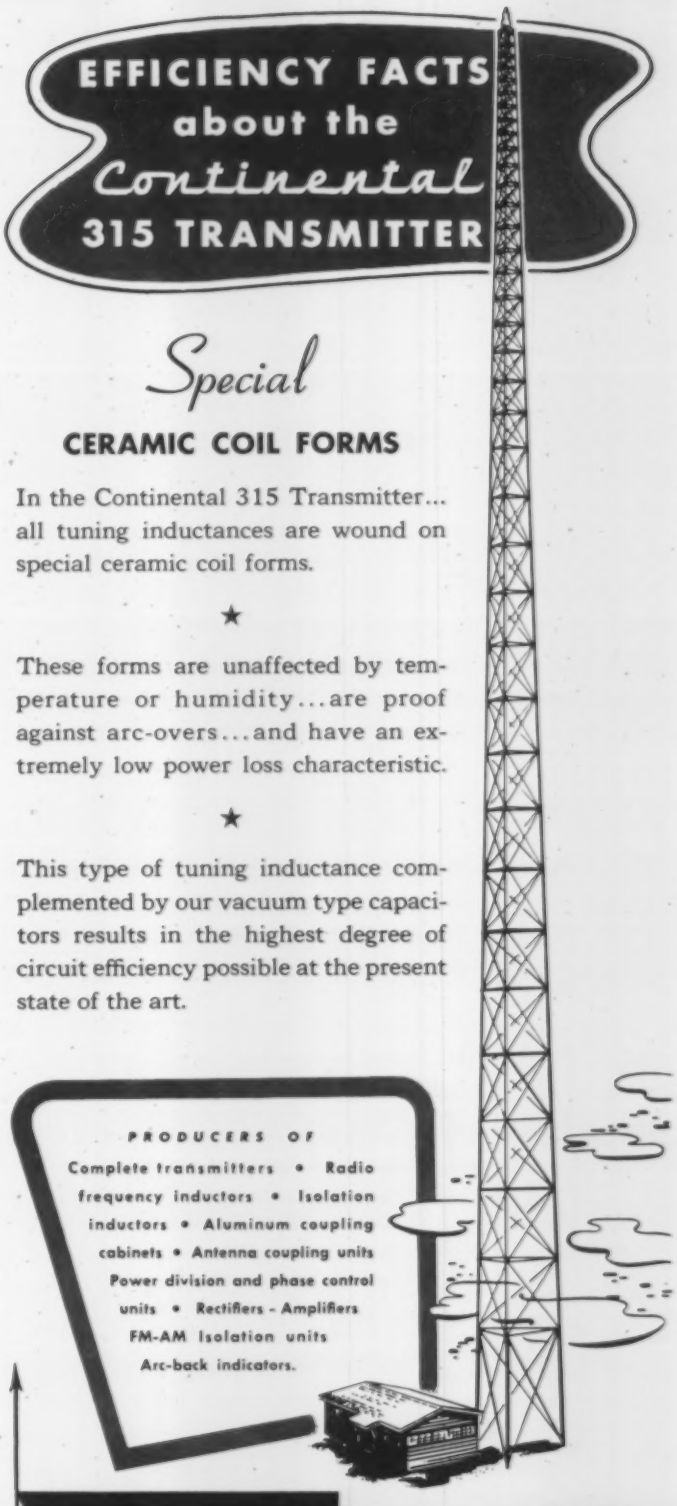
In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.

★

These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.

★

This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.


PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units
Power division and phase control units • Rectifiers - Amplifiers
FM-AM Isolation units
Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

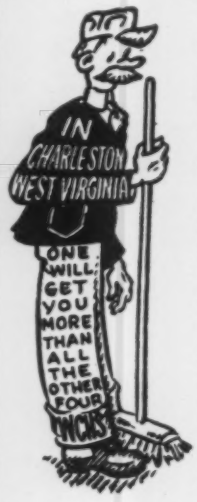
New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVergreen 1137

Mr. Ed Wilhelm
Maxon, Inc.
New York City

Dear Ed:

Folks nowadays wants their dollars ter go as fur as poss'ble, an' I s'pose you agency fellers ain't no 'ception. Reckon thet's why so meny is abuyin' time on WCHS, 'cause any way yuh figgers it yuh comes up with a bargain! F'instance, th' latest Hooper shows thet WCHS gives yuh way more'n two an' a half times as many lisseners in th' evenin' as th' next rankin' station in town — an' don't fergit, Ed, Charleston is got five uv 'em! Now thet's jest fer th' city district! Hit don't include th' vast outside bouns audience served 'most 'sclusively by WCHS!



So, anytimes yer lookin' fer a place ter get a lot fer yer money—remember WCHS!

Yrs,
Algy

WCHS
Charleston, W. Va.

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.

CANADA'S FIRST STATION CFCF

U. S. Representative—Weed & Co.

air-casters

JACK BROOKS, noted radio singer and announcer, appointed program and production director WHHM Memphis. Mr. Brooks was with WTAM Cleveland, WHAS Louisville and WBBM Chicago.

Mr. Brooks

WILLIAM T. WAGNER named production director WTVN (TV) Columbus, Ohio. He was with WIBA and WKOW Madison.

C. RICHARD EVANS, general manager KSL-AM-TV Salt Lake City, announces establishment of separate radio and television promotion departments. **WAYNE KEARL** remains promotion manager for KSL. **A. RICHARD ROBERTSON** named promotion chief for TV. **LaVAR REESE** replaces Mr. Robertson in radio section.

HARVEY HUSTEN, Voice of America, New York, to announcing staff WAAM (TV) Baltimore. **PAT POLILLO** namd projectionist on WAAM production staff.

JOHN WAGNER, accounting department, ABC Hollywood, named controller of network's Western Div.

GLENN JOHNSON appointed assistant in television production department WBTV (TV) Charlotte, N. C. He was with WFMY (TV) Greensboro.

DICK McADOO returns to WGBG Greensboro, N. C., as emcee on *WGBG Nighthawk Program.*

PAUL PAULSEN Jr., announcer-writer WDYK Cumberland, Md., to WSVA-AM-FM Harrisonburg, Va., as announcer disc jockey.

PAUL DIXON, disc jockey WCPO-AM-TV Cincinnati, to start disc jockey show on ABC-TV, as replacement for *Curtain Up.*

HARRY BRUNDIDGE signed to five-year contract to produce and moderate the *Brundidge—Crime Reports* program on WPIX (TV) New York.

MIKE JABLONS, president of Gainsborough Assoc., N. Y., appointed director of publicity and promotion, WLIB, New York. New post is in addition to his duties at Gainsborough.

CAROLYN COVERT, WSUI Iowa City, Iowa, to continuity staff WOW-AM-TV Omaha.

RUTH CLYMER, Mason City *Globe Gazett,* Mason City, Iowa, to continue department KSTP (TV) Minneapolis.

BILL GORDON, sports director WNAW North Adams, Mass., to staff WENT Gloversville.

ROBERT McLAUGHLIN, disc jockey KLAC Hollywood, appointed television producer and assigned to *Les 'Carrot-Top' Anderson Show* on KLAC-TV. He will continue duties as disc jockey.

JACK CHANCELLOR, TV writer NBC Chicago, father of girl, born July 31.

FRANK McDONALD, Hollywood director, signed to an exclusive term contract by William F. Broidy Productions, same city, for both motion pictures and TV.

MURIEL GAYLE appointed director of copywriting and acceptance department WIP Philadelphia, replacing **ROBERT LAURENCE,** who moves into newly created job of program coordination. Miss Gayle was women's commentator WGMR New Rochelle, N. Y.

JAY FROMAN appointed to announcing staff KXYZ Houston. He was with WILL Urbana.

JUDY THEOBALD named script girl on CBS *Gene Autry Show,* replacing **CAPPIE ROBERTS,** resigning to be married in fall.

ARCH GRIFFIN, cameraman KECA-TV Los Angeles, and **MARY CROSLEY** secretary to **CAMERON PIERCE,** station engineering operations supervisor, married in that city July 20.

CHARLES (Chuck) von FREMD, producer CBS-TV, and **VIRGINIA SULLIVAN,** publicity director WATO Cambridge, Mass., married July 19.

DEXTER CARD, announcer WMTW Portland, Me., to WABI Bangor, Me., in same capacity.

TOM BELCHER, program director KGWA Enid, Okla., father of boy, Robert Allen.

RUBE WEISS, director WXYZ-TV Detroit, father of boy.

GEORGE NEMETT, announcer KALI Pasadena, and Millie Cohen have announced their marriage.

VERN TASCHNER, technician CBS Hollywood, reports to duty with U.S. Naval Reserve, Washington, D. C., Aug. 15, with rank of lieutenant.

WAYNE HOWELL, NBC announcer and producer, replacing **ELOISE McELHONE** as master of ceremonies on RCA Victor disc and guest show, *Musical Merry-Go-Round,* Sat. 8:00-8:30 p.m.).

GROVER ALLEN, ABC-TV Chicago director, and Celine O'Malley, are to be married Aug. 18.

HUGH GREEN to NBC Chicago radio production staff. He was with WNMP Evanston, Ill.

DON FAUST, production director WDTV (TV) Pittsburgh, and Barbara Wilson, married Aug. 4.

RUDOLPH HALLEY, who won national reputation via TV as chief counsel of Senate Crime Investigating Committee, signed as narrator for weekly TV version of *Gangbusters* starting on CBS-TV Sept. 4 (Tues. 9-9:30 p.m.) under sponsorship of Schick Inc. (electric razors). Out of his proceeds from programs, Mr. Halley said he will make weekly presentations to one or more charities.

EUNICE KETTLE, member of "The Pinafores," trio on CBS *Gene Autry Show,* and James O'Bryan, married Aug. 4.

News . . .

CLETE ROBERTS, newscaster KFWB Hollywood, to KLAC that city, in similar capacity. He continues also twice daily telecasts on KLAC-TV.

RICHARD MITTAUER, newsroom staff ABC Chicago, to news staff WOW-AM-TV Omaha.

STAN EDWARDS, announcer CKFH Toronto, to Canadian Press, as radio write man.

PAULINE FREDERICK, news commentator ABC, awarded gold key to city by Birmingham, Ala., July 1[illegible] at the Annual Woman's Banquet, for her contribution to the "culture and information of Birmingham."

SANDY SAUNDERS, farm director WKY Oklahoma City, adopts boy Lynne Charles.

HAL FISHER, news writer WBBM Chicago, father of boy, Brian Joel.

Moscow Says

COCA-COLA may be "the pause that refreshes" to millions of American radio listeners—but the drink is downright "poisonous" for Europeans. That's what the Moscow Home Radio is telling its listeners. A special U. S. government-monitored broadcast claimed that the soft drink is "inundating the markets of all European countries, poisoning the health of the people, and increasing the profits of the American Coca-Cola concern."

WNJR Newark July 10 and 20 aired 12-hour direct broadcasts from Atlantic City on U. S. Senate Crime Committee gambling hearings in that resort town.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

milestones

WNHC-TV New Haven, Connecticut's only television station, receives congratulations at the beginning of its fourth year of telecasting. L to r: James T. Milne, WNHC general manager; Aldo De Dominicis, secretary-treasurer; Gov. John D. Lodge, and Patrick J. Goode, WNHC-TV president.

* * *

KVOE Santa Ana, Calif., is celebrating its 25th year on the air.

* * *

Two executives of WLAW Lawrence, Mass., will observe anniversaries with the station this month. George A. Hinckley, chief engineer, will round out his 11th year. Nona Kirby, regional sales manager, marks six years with WLAW.

* * *

"Salt and Peanuts," personality singing duo now on WMBM Miami Beach, Fla., on Aug. 26 will observe their 21st anniversary on radio. A special program has been planned for the occasion.

* * *

CBS Hollywood has moved its television service operations to new quarters recently leased in Keywest Studios, Santa Monica and Van Ness Blvds. Among facilities being moved are television scenery construction, storage, prop shop, prop storage, set designing and wardrobe departments.

'STAR SEARCH'

WLW Discovers Talent

AFTER 1,261 acts competing in 123 towns and cities of four states, the WLW Cincinnati "Star Search" contest has come to a close.

Performers from Indiana, Ohio, Kentucky and West Virginia reached for fame in the midwest talent hunt.

First prize went to Wellington Blakey, a baritone from Gary, Ind. Mr. Blakey pocketed a WLW contract and $1,000 in cash. Prior to winning the "Star Search" contest, he was a television repairman.

A companion contest was held by WLW among 153 participating theatre managers to determine those who did most to promote the contest. Size of theatre or town had no bearing. Some 35 press books were adjudged July 26. The top six were given showmanship prizes ranging from $50 to $500.

ABC has launched new "supernatureal" series, *Ghost Stories*, heard Monday, 9:30-10 p.m. for 13 weeks.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

NEW ACCOUNTS UP

Santa Ana Radio Credited

HOW a bank can use spot radio for direct selling as well as for institutional good will is superlatively illustrated by the Commercial National Bank, Santa Ana, Calif. Institution has just completed its first year on KVOE, that city.

Until the summer of 1950, the bank used other media exclusively. It then added a schedule of five spot announcements daily on KVOE, changing time slots every day and copy every week.

With radio as the only new ingredient in its advertising, the bank gained 897 new accounts in the 12 months ending June 30, 1951, an average of 75 a month, according to executives. This is 60% higher than the best gain of any previous year, it was pointed out. The bank added 49 new accounts in the first 10 days of July.

960 KC FIGHT

Kinston Hearing Delayed

FURTHER hearing on competitive bids of WELS and WFTC Kinston, N. C., for improved facilities on 960 kc was postponed by FCC last week without date pending action on petitions to amend and modify issues in the case, involving inquiry by the Commission into alleged WELS stock transfers without consent [BROADCASTING • TELECASTING, July 16]. Further hearing had been scheduled to commence last Wednesday.

WELS, now on 1230 kc with 250 w fulltime, seeks change to 960 kc with 1 kw fulltime. WFTC, at present operating on 1010 kc with 1 kw daytime, seeks change to 960 kc with 5 kw day, 1 kw night. Application for negative transfer of control of WELS also has been made a part of the proceeding by FCC.

WELS petitioned the Commission to amend its hearing order, clarify the issues and add past and future programming factors. WFTC, in opposing the WELS motion, asked the Commission to investigate the "manner in which the construction and operation of WELS was financed."

Charles E. Whyte

FUNERAL services for Charles Evers Whyte, 48, Los Angeles advertising agency executive, were held last Monday in the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. He died at Hollywood Presbyterian Hospital in Los Angeles on July 27 from a heart ailment. Mr. Whyte was president of the California advertising agency bearing his name.

Besides his widow, Mrs. Ella Whyte, surviving are three sons, Charles Jr., Robert and Anthony; a daughter, Penelope; his mother Mrs. Ann Whyte, and a sister, Mrs. Ruth Moore, all of Los Angeles.

On the
BEAM
WITH
WINCHARGER
Radio
TOWERS
Ahead of them All!
Wincharger type 300 tower is the pride of the industry from coast to coast.
Here is illustrated an actual installation at Station WOC Davenport, Iowa. AM - FM - TV complete in one superduty tower.
Let Wincharger help you engineer your next antenna tower project. Be ready the moment new TV channels are available.
WRITE
WIRE
PHONE
NOW
WINCHARGER
CORPORATION
SIOUX CITY, IOWA
PHONE 2-1844
DEPT. 3
WOC

'FAMILY DAY'

WFBR Outing Draws 25,000

SIX weeks of build-up for WFBR Baltimore's "Family Day" paid off July 25 when 25,000 persons crowded Gwynn Oak Park, Baltimore amusement area. While John E. Surrick, WFBR vice president and general manager, acted as overseer, the station staff saw to it that entertainment activities kept moving.

Jim Crist, morning personality, emceed a "Diaper Derby" for crawling babies and a "Husband Calling Contest" for housewives. Winners appeared on *Club 1300* emceed by WFBR's Henry Hickman. Lou Corbin took charge of a "Surf Suds Blowing Contest," and a "Pop Drinking Contest."

Helen Brooks, director of women's programs, and Don Hamilton conducted an "Artists Delight Contest." In addition, the station gave away 5,000 WFBR balloons. Prizes for the contests were offered by local merchants.

Mr. Crist looks on in amazement as Mrs. Walter Hayes, winner of the "Husband Calling Contest," demonstrates the power of her lungs.

Canadian Set Sales

APRIL SALES of television receivers in Canada were four times as great this year as in April 1950, according to the Dominion Bureau of Statistics. The sets were sold in Southern Ontario where reception of United States stations is seen. A total of 4,407 sets were sold.

FOR FINEST TAPE RECORDING

KAKC
Tulsa, Okla.

USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FARM POPULATION

10-Yr. Drop 5 Million

REVISED estimates of farm population in the U. S. by the Commerce Dept. show a decrease of nearly 5 million between April 1940 and the same month last year.

Revisions of the 1940 census figure and of the Census-Bureau of Agricultural Economics estimates for 1941-1949 were made so as to comply with a new definition of farm population adopted for the 1950 census. The new definition excludes from farm population those living in houses located on farms if the occupants pay cash rent for the house and yard only without any farm land. Decrease in population on the farms continues a trend that has been marked in this country since the early years of the Twentieth Century, it was noted.

Audio Fair Exhibit

AUDIO FAIR, to be held at the third annual convention of the Audio Engineering Society Nov. 1-3 at the Hotel New Yorker, New York, will include an exhibit of high quality-sound recording and playback equipment located on the fifth floor of the hotel, Harry N. Reizes, fair manager, has announced. Audio Engineering Society will conduct a technical session of engineering papers for which a charge will be made. However, there is no charge to the fair, which is open to the public.

Diligent Digger

A WELL DIGGER in Omaha, Neb., brought in a gusher of complaints a fortnight ago when he severed cables carrying major network radio programs, wire services and some military installations. According to a United Press report, all CBS, Mutual and NBC programs west of Omaha were interrupted from 25 minutes to more than an hour as telephone workers tried to repair cables.

FCC actions

JULY 26 THROUGH AUGUST 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited ho

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transf appear at the end of this department, accompanied by a roundup of n station and transfer applications.

July 27 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WHBF Rock Island, Ill.; WISH Indianapolis, Ind.; WLOU Louisville, Ky.; WFBR Baltimore, Md.; WVET Rochester, N. Y.; WHIP Mooresville, N. C.; KMO Tacoma, Wash.; WIBA Madison, Wis.

License for CP

WJSW-FM Altoona, Pa.—License for CP new FM station.

Modification of CP

KISS (FM) San Antônio, Tex.—Mod. CP new FM station to change ERP to 12.87 kw, ant. height to 567 ft. etc.

FM—97.5 mc

KPOR (FM) Riverside, Calif.—CP new FM station AMENDED to change ERP to 81.6 kw, ant. height to 1509 ft. etc.

July 30 Decisions . . .

ACTION ON MOTIONS

By Comr. Paul A. Walker

Harding College and Edith Wood Sweezy, Searcy, Ark.—Granted petition of Harding College requesting dismissal without prejudice of its application; on Commission's own motion removed from hearing docket application of Edith Wood Sweezy.

Watertown Radio, Inc., Baraboo, Wis.—Granted petition requesting dismissal without prejudice of its application.

WLIZ Bridgeport, Conn.—Granted petition for continuance of hearing in proceeding upon its application from Aug. 13, to Oct. 12 in Washington.

Frontier Bcstg. Co., Fort Worth, Tex.—Granted petition for waiver of Sect. 1.854 of the Rules and for acceptance of petitioner's notice of intention to appear and participate in oral argument on exceptions filed in proceeding upon applications of WLCS Baton Rouge, La. and KJAN Baton Rouge, La.

By Hearing Examiner J. D. Bond

KCOG Centerville, Iowa—Granted petition for leave to amend application so as to supplement with respect to program service proposed.

By Hearing Examiner Basil P. Cooper

WELS and WFTC Kinston, N. C.—Granted motions for continuance of further hearing in proceeding upon their applications and further hearing continued until a date to be announced after Commission has acted upon petitions to amend and modify issues.

WELS Kinston, N. C.—Further ordered motion of WELS to dismiss their petition for authority to take depositions be granted and petition for authority to take depositions was dismissed.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Gran petition which requests acceptance his notice of appeaarnce in proceed upon his application.

July 30 Applications . . .

ACCEPTED FOR FILING

License for CP

WMMB Melbourne, Fla.—License CP to change frequency, power hours operation.

WIAM Williamston, N. C.—Lice for CP new AM station etc. AMEND to change name from S. S. Adcock James H. Gray Sr., Henry A. John and Charles R. Gray d/b as Ma County Bcstg. Co.

WDSU-FM New Orleans, La.—cense for CP new FM station.

License Renewal

Following stations request renewal license: WIRL Peoria, Ill.; KSCJ Sio City, Iowa; WBBR Brooklyn, N. WLAT Conway, S. C.; KSNY Snyd Tex.; WMIL Milwaukee, Wis.; WN Neenah, Wis.; KXRO Aberdeen, Wa

TV—Ch. 6

WDSU-TV New Orleans, La.—C increase ERP from 31 kw vis. 15 aur. to 100 kw vis. 50 kw aur. install new trans. etc.

July 31 Decisions . . .

BY THE SECRETARY

KSTP-FM St. Paul, Minn.—Gra license for FM station; Ch. 271 (1 mc); 5.82 kw; 560 ft.

KLIF Oak Cliff, Tex.—Granted cense for increase in D power and stallation of new trans.; 1190 kc 1 kw 5 kw-LS DA-N.

WHBF Rock Island, Ill.—Granted cense for installation of new trans.

WMTW Portland, Me.—Granted to change trans. location, main st location and install new trans. c

WDXI Jackson, Tenn.—Granted cense for installation of new trans an aux. trans. at present locatio main trans. employing DA-N.

WTSV Claremont, N. H.—Granted cense for installation of new trans change trans. and studio locations

KXOK-FM St. Louis, Mo.—Gra mod. license to change name to KX Inc.

KFVD Los Angeles, Calif.—Gra CP to change type trans.

WEKZ Monroe, Wis.—Granted CP to change type trans.

WNEW New York, N. Y.—Gra mod. CP to change type trans.; c

KDLM Detroit Lakes, Minn.—Gra mod. CP for approval of ant., t and studio locations and change trans.

KSOO Sioux Falls, S. D.—Gra

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPAN
PRECISION FREQUENCY MEASUREME
"A reliable service for over 18 year
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City,

CONSULTING RADIO ENGINEERS

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Washington, D. C. ADams 2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
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*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
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CONSULTING RADIO ENGINEER
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TOLEDO 9, OHIO
Telephone—Kingswood 7631

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nd. CP to change trans. location and pe trans.; cond.

Following were granted mod. CP's r extension of completion dates as own: WRBL-FM Columbus, Ga. to 1-51; WTOL-FM Toledo, Ohio to 1-51; WISN-FM Milwaukee, Wis. to 2-52; WWSW-FM Pittsburgh, Pa. to 2-52; WSGN-FM Birmingham, Ala. 12-15-51; KBLI Blackfoot, Idaho to 30-51; WPMP Pascagoula, Miss. to 15-51; WTVJ Miami, Fla. to 1-27-52.

WFOX Milwaukee, Wis.—Granted license for change of trans. and studio cations.

WCLI Corning, N. Y.—Granted license for change in frequency and urs operation; 1450 kc 250 w unl.

WENE Endicott, N. Y.—Granted license for change of facilities, installaon of new trans. and DA-DN and change trans. location (coordinates only). 1430 kc 5 kw unl.

West Bend Bcstg. Co., West Bend, Wis.—Granted license for remote pickup KA-9207.

WINL Lebanon, Ind.—Granted license for FM station; Ch. 296 (107.1 mc) 590 w; 85 ft.

WAYS-FM Charlotte, N. C.—Granted license for FM station; Ch. 299 (107.7 mc) 2 kw; 140 ft.

KNOB Long Beach, Calif.—Granted license for FM station; Ch. 276 (103.1 mc) 320 w; 420 ft.

Granted CP's and Licenses for new remote pickup stations to following: KA-9280 (Radio Station WIBS Inc.), Santurce, P.R.; KA-9281 (Radio Service Corp.), Pocatello, Idaho.

WKNA-FM Charleston, W. Va.—Granted mod. CP for extension of completion date to 11-10-51.

August 1 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

Desert Radio and Telecasting Co., Palm Springs, Calif.—Designated for hearing in Washington on Sept. 6, application for a new station on 1230 kc 250 w unl., and made KXO El Centro, Calif., party to proceeding.

Johnnie Weston Crabtree, Oklahoma City, Okla.—Designated for hearing in Washington on Sept. 11, application for new station on 1590 kc 500 w D, and made KWHP Cushing, Okla., party to proceeding.

KIRO Seattle, Wash.—Designed for hearing in Washington on Sept. 12, application to make changes in DA pattern (operating on 710 kc 50 kw unl. DA-N), and made WOR New York party to proceeding.

MEOV Changed

KECC Pittsburg, Calif.—Granted CP to change maximum expected operating values of DA-N (operating on 990 kc 1 kw unl. DA-N., U); cond.

Extension Granted

First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs by wire from First Baptist Church, 34 Oakland Ave., to CKLW Windsor, Ont.

To Remain Silent

KGIB Bremerton, Wash.—Granted authority to remain silent for 60 days from July 16, pending reorganization.

August 1 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WTOC Savannah, Ga.; WJLK Asbury Park, N. J.; WADC Akron, Ohio; KOME Tulsa, Okla.; KBND Bend, Ore.; WJAS Pittsburgh, Pa.; KRGV Weslaco, Tex.; KLTI Longview, Tex.; KIT Yakima, Wash.; WEBC Duluth, Minn.

Modification of CP

WCAR-FM Pontiac, Mich.—Mod. CP as mod., authorizing new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Same.

KISS (FM) San Antonio, Tex.—Same.

WSVA-FM Harrisonburg, Va.—Same.

WCON-TV Atlanta, Ga.—Mod. CP, as mod. new TV station, to change type

(Continued on page 92)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

New 5 kw (1 kw night) going on the air in southeast this fall. Invite inquiries about or applications for all staff positions, except that of chief engineer. All replies held in strict confidence until and unless you say otherwise. Box 510K, BROADCASTING.

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative with thorough knowledge graphic arts. Must be able to originate and write publicity. Need a sales promotion man who knows radio and is ambitious. Include with letter application salary expectations and a recent photograph with samples of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 341K, BROADCASTING.

Manager - salesman to assume full charge midwest station. Finest and most modern equipment. Excellent opportunity to qualified person. Box 400K, BROADCASTING.

Salesman

Head salesman wanted. Pennsylvania area, 15% commission, $75.00 per week draw. Reply Box 441K, BROADCASTING.

If you can sell radio time, I'd like to hire you. Straight salary adjusted periodically. Substantial 5 kw in undeveloped Ohio metropolitan market needs a down-to-earth salesman. Sales ability comes first. Experience and other details in first letter. Box 451K, BROADCASTING.

Salesman or salesmanager. 250 watt east central network affiliate. Rush references and full information. Box 498K, BROADCASTING.

Wanted: Account executive, with radio or television experience, by medium-size, long-established, financially strong agency in midwestern city of ¼ million. With TV arriving early in 1952, here's a ground floor opportunity for young man with yen for selling. Salary and participation. Give full background first letter. Box 502K, BROADCASTING.

5 kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional accounts. Adequate draw against commission. Only experienced men apply. Box 508K, BROADCASTING.

Good deal for man experienced sports and sales. Upper midwest. Box 511K, BROADCASTING.

Progressive independent station needs experienced salesman with ideas immediately. Air time optional. Full details first letter. KWBM, Williston, North Dakota.

Experienced time salesman. No floaters. Good proposition for right man, salary and commission. Tell all first letter. G. T. Frechette, WFHR, Wisconsin Rapids, Wis.

Wanted: Salesman—must have background of radio sales in comparable market and should have knowledge of the south but this is not essential. Give full details and picture in first letter. We pay 15% and drawing account. WHAN, Charleston, S. C.

Chief salesman wanted in Berkshire, New England area. Fifteen percent commission. $100.00 guaranteed draw for the right man. Contact Nicoll, WNAW, North Adams, Massachusetts.

Florida newspaper owned station with FM affiliate requires experienced time salesman. Famous resort city, excellent opportunity. Car essential. Write Jerry Stone, WNDB, Daytona Beach, Fla.

Help Wanted (Cont'd)

Announcers

Immediate opening announcer with first class ticket, good pay for qualified man, will consider inexperienced man with training and ability. Send disc and details. Box 475K, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. $65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 382K, BROADCASTING.

Experienced announcer, midwest 500 watter. Give full details, experience and salary required. Box 401K, BROADCASTING.

Opening night man who can handle football also. Send resume. Texas. Box 405K, BROADCASTING.

We are interested in a solid responsible man approximately 25 to 35 with a good news voice who would have a real interest in taking charge of and developing high caliber news programs for this station. He must know how to collect and write local news properly. He should preferably be a family man with an interest in permanence. We can offer a high type community to live and work in, pleasant and congenial conditions and we feel, a respectable salary to the right man. Box 425K, BROADCASTING.

Announcer-engineer, opportunity for advancement in profitable network station located near Birmingham. $55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 383K, BROADCASTING.

Announcer-engineer. Western Pennsylvania station. Minimum guarantee $80.00 week. Excellent working conditions. Must be good staff announcer. Box 455K, BROADCASTING.

Quality morning man with first class ticket. Must be excellent announcer and deliver highly rated show and newscast to women's audience. Opening now with one of Pacific northwest's most aggressive one kw station. $360 to start. Send complete information to Box 460K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 406K, BROADCASTING.

Announcer-engineer, dependable, conscientious, wanted by Minnesota station. Good salary. Send details to Box 462K, BROADCASTING.

Announcer, $200.00 monthly, forty hour week, time and a half overtime. Send disc, photo. Box 471K, BROADCASTING.

Immediate opening announcer with good voice, versatile and stable, good pay, midwest. Send disc and details Box 474K, BROADCASTING.

Announcer-salesman: Experienced man capable managing remote studios midwest town 12,000. Opportunity for announcer strong on sales. Earnings $100.00 plus. Box 476K, BROADCASTING.

Experienced announcer-salesman wanted by Minnesota station. Must be good on DJ shows. Must like to sell. Good salary. Write to Box 477K, BROADCASTING.

Pacific northwest, Mutual AM-FM in small market. Excellent opportunity for good voice with license. Must be able to handle disc and special shows effectively. Sports experience helpful. Send full information and expected salary. Box 487K, BROADCASTING.

Help Wanted (Cont'd)

Announcer-engineer! Progressive western town. Good climate. Friendly staff. Salary commensurate with living standard. Apartments available. Box 492K, BROADCASTING.

Wanted—announcer, colored. Must be family man and well educated. Previous experience and references necessary. Opportunity for advancement. Box 484K, BROADCASTING.

Wanted. Two announcers for northern Michigan station. At least one year experience. Send letter, disc and starting salary requirement. Box 503K, BROADCASTING.

Sportscaster-announcer. Must be tops play-by-play and competent special events, general staff. Above average earnings right man. Midwest. Write all Box 512K, BROADCASTING.

September opening Texas station announcer with deep voice, experienced board work. Good starting salary, raises dependent upon individual. Full details first letter include salary expected and send disc or tape to Box 515K, BROADCASTING.

Announcer with ticket, 250 watter, near N. Y. Box 524K, BROADCASTING.

Major NE market net regional wants "zany" morning personality. Must submit "proof of performance" and ability to out-Hooper and outsell past competition. Send disc, photo, background and salary requirement first letter. Box 527K, BROADCASTING.

Immediate opening established Mutual affiliate combination announcer and engineer, first phone, car helpful. Good top pay, permanent position, 40 hour week. Experience preferred. Contact Dave Button, KSVP, Artesia, N. Mexico.

Wanted: Announcer or combination man. Excellent opportunity. Send photo, disc, references. WABG, Greenwood, Miss.

Experienced staff announcer, Florida 250 Liberty. Chance for play-by-play football if qualified. Engineering license an asset but not required. WCNH, Quincy, Florida.

Mature in voice with good common sense. That's the announcer we want for network station. Please do not apply unless you are better than average announcer. Excellent base, plus talent. Rush audition disc and background to Dave Rodman, WEIM, Fitchburg, Mass.

Combination announcer-engineer, emphasis on announcing. First class ticket necessary. State salary. Send disc or tape and past record. WKJF, Pittsburgh, Penna.

Wanted: Capable, experienced staff announcer. $62.40 for 48-hour, 6-day week. If first class licensed, $72.80 week. WLET, Toccoa, Georgia.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 250-watt network station. Send disc, qualifications and salary requirements. WMLT, Dublin, Georgia.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Will pay sixty-five for good combination man who can read a commercial and do DJ work. Send disc or call at WMPM, Smithfield, N. C.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Announcer and announcer - engi... wanted. South Georgia network ... iate needs a straight announcer ... also combo man. Good salary. Pre... help adequate, but looking ahead. T... phone 327, WVOP, Vidalia, Georg...

Technical

First class engineer. No experience ... quired. Virginia network station. ... 238K, BROADCASTING.

Ohio station needs experienced e... neer. Good living and working co... tions. Position permanent. Send ... sume past experience, salary requ... ments, etc. to Box 410K, BROADCA... ING.

Wanted: Engineer-announcer at 250 w... east central network affiliate. Annou... ing experience desirable but not ... sential. Box 497K, BROADCASTI...

Control operator, first class licen... $55 a week to start. Send photo, ... erences to KBIX, Muskogee, Ok... homa.

Wanted engineer, experience unnec... sary, $55 for 40 hours time and ½ o... 40. Car essential; paid vacation. C... tact KGAR, Box 878, Garden C... Kansas.

First class engineer. Experience ... essential. Wire information and ... pected salary per 44 hour week ... KVAL, Brownsville, Texas.

Transmitter operator needed imme... ately at new 1000 watt near beauti... Wolf Creek Lake. No experience ne... essary. Contact Chief Engineer, WA... Columbia, Kentucky.

Immediate opening for a combinat... first class engineer-announcer, or ... engineer with a first class licen... Telephone J. Eric Williams, WG... Utica, N. Y.

Wanted—engineer 1st phone, $200 ... month, contact Tim Marsh, WHA... Shelbyville, Tenn.

Immediate opening for first class tic... at FM station. Experience not nec... sary, but car required. WHDL-F... Olean, New York.

Wanted immediately first class licens... operator with some experience at c... trols. Pay scale 1.15 per hour. Mi... mum 59.80 per week. Contact F. ... Lackey, WHOP, Hopkinsville, Ky.

Engineer AM and FM NBC affili... $1.40 per hour time and one-half o... 40 hours. Graduated sick leave pay ... to six months at full pay plus ... months at half pay after five ye... service. See story in September 1... RCA Broadcast News. Thomas Ph... lips, WKPT, Kingsport, Tennessee.

Immediate opening for transmitter ... gineer, 1 kw ABC. Car necessa... Contact Harold White, WKTY, L... Crosse, Wisconsin.

Production-Programming, Othe...

Radio and TV writer, script and co... mercial, by medium-sized Pittsbu... agency as addition to 4-man dep... ment. Moderate salary, good opp... tunity for advancement in producti... Send photo, experience outline, ava... ability date and desired salary to st... Reply Box 339K, BROADCASTING.

Experienced copywriter, to prod... original, results-getting copy. Give ... details, samples and salary requir... Box 402K, Broadcasting.

Radio writer-female. Continuity ... copy. Also experienced broadcast... Two years announcing and progr... planning. Experienced interview... celebrities, delving in local history ... local personalities. Broad college e... cation. Want southwest only. Box 4... BROADCASTING.

Newsman. To gather, write, news... local news and handle wire. H... Winsor, WBYS, Canton, Illinois.

Copywriter, male or female, experie... necessary. No air work. Write M... ager, WNAM, Neenah, Wisconsin.

Help Wanted (Cont'd)

Television

Announcers

Wanted, an experienced midwest announcer able to handle ad lib and commercial assignments for TV station. 5½ day week, pay $60. Real opportunity for man who can sell copy. Send complete background, references, photo, to Box 453K, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager-program director-sales director. 11 years radio experience. 3 years general managerial experience in small station operation. Very active in civic affairs. Married. Veteran. Steady, reliable. Excellent references. Box 403K, BROADCASTING.

Station manager who has 12 years background radio and accounting has good reason to desire change. Thorough knowledge of all station operations. Solid background includes college education, management, advertising and promotion plus practical experience. Married, family, draft exempt, good record. Available reasonable notice to present employer. Box 428K, BROADCASTING.

AM manager desires change, larger AM or TV station. 17 years experience, engineering, management, sales, established 2 stations, experienced, production, copy, traffic, personnel. Knowledge TV operation. Family, middle 30's. Desire permanent position with future, desire AM management or position in TV where experience will be utilized. Box 452K, BROADCASTING.

Who wants a reliable, sober, topnotch station manager who can sell? Not afraid of work. Open for job soon. Not cheap man. Knows sales, continuity, announcing. Box 466K, BROADCASTING.

Station or sales manager available! Thoroughly capable, long experience all phases radio. Efficient management, strong sales and public relations. A profit maker. Mature, fine personality and good showmanship. Everything that makes successful station. Prefer Florida, south or southwest. Plenty southern experience. Reasonable salary and percentage. Box 478K, BROADCASTING.

Thoroughly versatile manager-program director with 15 years successful radio experience. Currently employed manager-program director (6 years) which includes writing, delivering two sports commentaries daily. Know boxing, hockey, tennis, football. Excellent special events and ad lib. Outstanding managerial and program administration developed ratings top in market. Have reached limit here in responsibility and salary. Married, references, disc. Box 522K, BROADCASTING.

General-sales manager plus first class license. Box 525K, BROADCASTING.

Salesman

Experienced salesman, desires position in southwest. Brochure on request. Box 434K, BROADCASTING.

Central states only!! Thoroughly experienced. Age 36. Available immediately. Box 473K, BROADCASTING.

Sales-news: Sixteen years experience all phases. Will do newscasting to gain introduction your market. Box 520K, BROADCASTING.

Announcers

New York stater; announcer 9 years, sales ½ year, family. Box 207K, BROADCASTING.

Announcer, colored, good voice, mass appeal, promotional ideas. Box 296K, BROADCASTING.

Three years experience. Announcer, newscaster, disc jockey. Professional schooling, Hollywood. Wisconsin area preferred. Box 312K, BROADCASTING.

Indiana, Ohio, Kentucky. 5 year man all phases. Top announcer, now PD. Prefer announcing. $80 minimum. Box 393K, BROADCASTING.

Situations Wanted (Cont'd)

Seeking job staff announcer. Trained Radio City, New York. College background, pleasing voice. Strong on news, commentary. Can write commercial copy. Disc available. Box 385K, BROADCASTING.

Sportscaster; news, special events. 4 years experience, college background, employed, draft exempt, capable and reliable. Want station with year round sports coverage. Available September 1; will go anywhere for right offer, $90 plus talent. Box 414K, BROADCASTING.

Sportscaster, network references, 6 years experience doing play-by-play of college and professional football, basketball, boxing and baseball. Married and draft exempt. Box 431K, BROADCASTING.

Rated A-1 commercial announcer and newscaster. Excellent voice and technique. TV experience. 8 years radio. Held first phone. Dependable family man, thirty, draft exempt. All inquiries promptly answered, good work, for good income. Box 443K, BROADCASTING.

I'm not reaching for the moon, just a better job! Announcer, deejay. Two years experience, good on news, commercials. Tape and photo available. Box 456K, BROADCASTING.

Live wire announcer, control board operator. Single, 26, AFRS experience, local station background. Box 458K, BROADCASTING.

Announcer. Single, 26, college. Newscasting, disc jockey, control board operator. Available August 15. Box 459K, BROADCASTING.

Experienced combo man available short notice. Familiar RCA, Western Electric and Gates boards. Resume, etc., on request. Vet, single, car, will travel. Box 461K, BROADCASTING.

Radio, has been my profession for past 11 years. All phases air work, 8 years play-by-play, 3 years on 50 kw news, staff, disc trick. Searching for broader horizons, no whistle stops. Let's swap detailed data. What's your story? Box 464K, BROADCASTING.

Conscientious announcer with eight years experience in production and announcing. Comprehensive knowledge of music and its programming, intelligent rendition of news. Qualified in news gathering and special events. Married, twenty-six years old, university graduate, draft deferred. If you offer permanent employment at an equitable salary with opportunities for advancing in radio/television, I'll travel at my expense for audition and interview. Box 465K, BROADCASTING.

Announcer, native of Iowa. Married, veteran, employed. Nine years in eastern radio. Desires permanent position in "God's County." —— Iowa. Box 467K, BROADCASTING.

Well trained, thoroughly experienced, all-round announcer looking for alert station in good sized city. Specialty news, plus easy-going audience building morning show; plenty capability all phases. Excellent references. Box 470K, BROADCASTING.

Is a man with 8 solid years radio experience, 1st class ticket, outstanding selling voice, witty, exuberant friendly, dependable, remarkable ad libber, never late in 8 years, A-1 DJ, excellent references, man or many firsts, age-28, married, veteran, exempt, worth $85 a week? Box 472K, BROADCASTING.

Announcer, available immediately. Strong on DJ, news, commercials, some console. Will travel. Young, sober, veteran. Box 479K, BROADCASTING.

Experienced deejay, children's programs, announcer. Managerial and programming experience. In California now. Go anywhere. Box 480K, BROADCASTING.

I wanna go south. Announcer-DJ. Thoroughly experienced. Strong commercials, newscasting. Can operate board. Box 482K, BROADCASTING.

Experienced announcer, Boston area, cooperative, employed, knowledge of board. Box 485K, BROADCASTING.

Top disc man and announcer. Straight and rural. 12 years experience. Age 35. Two children. Available immediately. Box 486K, BROADCASTING.

Thoroughly experienced, family, draft exempt. $100 minimum. Now employed. Box 488K, BROADCASTING.

Sports man, currently and for past seven years broadcasting major baseball and other sports in one of nation's largest cities. Wants job as sports director for good AM or TV station. Thorough knowledge all sports. 20 years experience. Excellent references. A revenue producer. All offers considered. Box 489K, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-six months experience, now employed. Doing staff work. Night turn desired. Would like to work with network affiliate station. Go anywhere, excellent references. Box 490K, BROADCASTING.

Experienced announcer, all-round staff man. College. Vet. Exempt. Permanent. Family man. Available September First. Box 494K, BROADCASTING.

Experienced topnotch combo. 1st phone. Married, vet, age 31, prefer west. $95.00 weekly. Excellent references. Available 2 weeks after making deal. Box 495K, BROADCASTING.

Announcer, three years experience wants eastern station. Specialize DJ. Good on news, commercial, quiz. 27, family, veteran. References. Box 500K, BROADCASTING.

Experienced major market sportscaster with excellent character and ability references desires station heavy on sports. Box 501K, BROADCASTING.

News editor, reliable and accurate, good voice, seeks responsible position with leading outlet. 18 years radio and TV experience, including commentary and on-the-spot coverage. Married, college graduate, references and audition available. Box 504K BROADCASTING.

Announcer, control board operator. 26, married, draft exempt. Capable reliable staff worker, light experience. Desires permanent opportunity. Anxious settle smaller community, travel short notice. References, resume, disc available on request. Box 513K, BROADCASTING.

Qualified, conscientious announcer, superior voice and commercial style, thoroughly experienced all phases programming and production, desires permanent affiliation established station. Box 517K, BROADCASTING.

New blood. Young man, draft exempt, three years college radio experience including announce, DJ, sportscast, newsroom. Desires permanent position with future in small indie station. Anywhere. Particulars on request. Offers? Box 518K, BROADCASTING.

Sports announcer, 15 years play-by-play experience including major college football, major league baseball and all minor sports. Available now to progressive AM or TV station. Married, dependable, highest references. For further information or personal interview write or wire Box 521K, BROADCASTING.

Combination newscaster and time salesman, 25 years experience newspapers and radio. Veteran both wars, good mixer, former pro athlete, hard worker, record evidences ability to produce. Hard worker, aggressive, active. Karl Broadley, Phone 204, Box 779, Portales, New Mexico.

Want permanent connection with progressive station (Alabama, Georgia) acquainted with listener psychology and value of "steady buck" over "fast buck." First phone, second telegraph, ham. Engineering, controls, announcing, some production. Will send Magnecorder tapes, resume of experience. Sparks Ridenour, 116 S. Moore St., Sanford, N. C.

Technical

Announcer, deep resonant voice, 33, veteran. Experienced, can handle board, 3rd class ticket. Will travel. John Gary, 635 Hemlock St., Scranton, Penna., Phone 2-1180.

Chief engineer. Twenty years experience construction and maintenance, excellent past record as chief. Available immediately. Family. Box 253K, BROADCASTING.

Combo chief engineer-announcer, 2½ years experience desires change. Married, family, veteran, 30 years of age, have car. Will consider straight combo job. Complete offer first letter please. Will go anywhere. Write Box 437K, BROADCASTING.

Kentucky stations: Needing an experienced, dependable addition to your engineering staff? I have good reasons for wanting to work in central or eastern Kentucky. Interested in chief's job at small station, or operator's job, if sufficiently attractive. Have possibilities as hillbilly DJ, if given some direction. Write for full details. Box 468K, BROADCASTING.

Experienced engineer desires position in south. Box 469K, BROADCASTING.

Engineer, vet, three years experience on five kilowatt AM. Wants position with 250 watt as chief engineer or operator on one kilowatt and up. $75.00. Box 491K, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer, 12 years, experienced in construction, design, economic management of AM & FM station operation, best of references, prefer midwest. Box 493K, BROADCASTING.

Chief engineer of 250 watter prefers midcentral states as chief of small station or engineer in larger station. Family man. Available September 1. Box 496K, BROADCASTING.

Engineer or combo, three years experience as engineer, some combo, northeast, now employed. Personal interview, married, child. Available on two weeks notice. Box 499K, BROADCASTING.

1st phone operator, location California or west. Years of technical experience, construction-operations. Ham radio. Draft exempt veteran. Some announcing. Single, car, available immediately. All inquiries answered. Box 514K, BROADCASTING.

First class ticket holder wants good paying job. Owner female. Box 516K, BROADCASTING.

Chief engineer, 3 years experience all phases broadcasting including construction from ground up. Advanced TV training. Permanent, no combo. Married, 26, draft exempt, location immaterial. References. State salary. Apt. 13, 2267 Newport Blvd., Costa Mesa, Calif.

Licensed, veteran, 27, six years experience, available to progressive AM planning TV. Contact: Engineer, 637 W. Onondaga St., Syracuse 4, N. Y., 4-0245.

Production-Programming, others

Woman, 7½ years in continuity, women's and children's shows, looking for new position, good salary. Available September. Box 454K, BROADCASTING.

Male creative writer with ideas, imagination and showmanship desires agency or station position. Four years experience in station, agency and free-lance writing. Can turn out commercial copy that sells and good dramatic stuff. Northwestern graduate. No $35.00 a week continuity writer. Box 463K, BROADCASTING.

Network radio and TV production experience. Headed creative staff for N. Y. package producer. Copywriting, research, casting. Liaison between network staffs and producer. Phi Beta Kappa, B. A. Seeks production position with station or agency. Box 481K, BROADCASTING.

Copywriter, two years experience, vet, deferred. Prefer east or Florida. Include job outline and salary in reply. Box 505K, BROADCASTING.

Copywriter, presently employed, 4½ years experience writing "punchy," "selling" commercial copy, also music, quiz shows, some fashion commentary. Graduate leading eastern women's college. Go anywhere. Will consider agency, but prefer women's commentary or copywriting. West or southwest radio station! Box 507K, BROADCASTING.

Experienced musician (organ-piano, program direction). Several years radio all phases including announcing. Can specialize. Available September 1st. Have own Hammond if necessary. Box 509K, BROADCASTING.

Newsman: Eleven years experience. Editor, newscaster, writer, legman. Solid sponsorship. Draft exempt. Permanent. Box 519K, BROADCASTING.

Attention San Francisco area stations: Young woman experienced in traffic, bookkeeping and reception work desires position approximately August 20. Employed at same mid-western 1000 watt station for past five years. References. Write Betty Benn, 2085 C Mountain Boulevard, Oakland 11, California.

Television

Production-Programming, Others

TV executive available November 1st. Consultant, producer, visualizer, publicity, talent procurement, film procurement, film commercial construction, news editing, commentary, traffic, operations, ex-TV network announcer. References from the men who built television to its present status in the advertising and entertainment fields. Five years with the same successful NBC-TV eastern outlet. Fully schooled and proven in the "why" and "how" of profitable programming. Box 506K, BROADCASTING • *TELECASTING.*

(Continued on next page)

For Sale

Confidential—All or ½ interest in nation wide business closely allied with radio broadcasting. Offices in principal cities. Headquarters Pacific coast. Long established. Requires sales and public relations experience. Owner can make $20,000 year or more. References required. A. W. Stypes, 625 Market Street, San Francisco, California.

Stations

Established (1000 watt) daytime station in rapidly developing area in central Massachusetts. Owner has other interests which demand his attention. Priced right to sell. Box 483K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Gates CB8R recorder, RA 10 recording amplifier and Gates 60 A Preamp. Make reasonable offer for all or any piece. WBYS, Canton, Illinois.

For Sale: G. E. BC-1-A console, 3 FS-1-A speakers with base, 4-FA-20A on air light relay panels, 1-FA-8-A rack, 2-RCA 70-C-2 turntables, BM-1-A FM monitor, RCA ET-4250-250W-AM transmitter, 1-DuMont 274 scope with spare 5" C. R. tube misc. on air lites and relays. Any part or all. Best offer Ch. Eng. WFTL, Ft. Lauderdale, Fla.

Tower—immediately available—Lehigh, 259 ft., tapered, self-supporting complete with insulators, flashing beacon and side lights, dismantled and ready for shipment. Write A. H. Chismark, WTRY, Troy, New York.

RCA 1 kw FM transmitter, 2 section Pylon, Hewlett Packard FM monitor, 106-ft. Truscon tower. Combination price, $3,000.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals-holders, 1400 kc. Crated. $2000. Cash. Box 526K, BROADCASTING.

Wanted to Buy

Stations

Want to buy west Texas station. Will keep your reply confidential. State price, terms, gross. Box 411K, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Situations Wanted

Production-Programming, Others

EXPERIENCED WOMAN'S COMMENTATOR AND DIR. OF EDUCATIONAL & WOMAN'S DEPARTMENT

Twelve years with outstanding station properties, all sizes including 50 kw. Recommendations available from former associations including important national representatives.

Works from microphone and platform to further community and station relations. Develop woman's *and man's audience.* Complete understanding sales and merchandising requirements.

Offer proven experience and congenial personality for opportunity to demonstrate sales ability local and national accounts. Box 523K, BROADCASTING.

Wanted To Buy

Equipment etc.

WANTED
FM Monitors
Hewlett-Packard Model 335B
Crystal and oven not required
STATE CONDITION AND PRICE
ADDRESS REPLIES TO G. GOCHIS
HOFFMAN RADIO CORPORATION
3761 S. Hill St.
Los Angeles 7, Calif.

For Sale (Cont'd.)

Stations

WANTED ... your headache!

I want a "dog" . . . preferably a 250 or 1000 watter, day or fulltime, independent or network. MUST be in a competitive market and MUST be losing money! Will buy all, part . . . or I'll build it up . . . FAST . . . for a working share. Contact:

GEORGE R. TURPIN P. O. Box 802 Ft. Worth, Texas

book reviews

RADIO AMATEUR'S LICENSE MANUAL, 1951 edition. By The American Radio Relay League, West Hartford, Conn. 96 pp. 50¢.

COMPLETELY rewritten and revised, the current edition follows a new pattern in its 10 chapters. Discussed in detail are the six classes of amateur license plus general information on amateur licensing, portable and mobile operation, overseas licensing, international and U. S. regulations. Other features: FCC regulations and an editorial discussion of same; scope of FCC examinations and sample questions; a full-page map of U. S. amateur call areas; table of various classes of licenses with operating privileges and requirements for each; a two-page topical index for the amateur aspirant to quickly locate any licensing subject.

* * *

FUNDAMENTALS OF SPEECH. By David Guy Powers. McGraw-Hill Book Co., 330 West 42d St., New York 18, N. Y. 380 pp. $3.50.

THIS text book discusses in detail the components of speech-making—phonetics, semantics and personal attributes. It deals with, as the title states, the fundamentals of speech.

It is written as guide for general speech-making, rather than strictly for radio and/or television. The book should be of value to anyone whose livelihood depends on public speaking or to those whose social or business standing could be bettered by improved speech-making. There is a brief chapter on radio and television speaking.

RACING PROBE

Requested by Rep. Anfuso

INVESTIGATION of horse racing by a select committee has been requested in the House by Rep. Victor L. Anfuso (D-N. Y.). It would include a probe and study of "all wagering, legal or illegal, utilizing instrumentalties of interstate or foreign commerce."

Rep. Anfuso's request was in the form of a resolution (H Res 343) introduced in the House and referred to the House Rules Committee. The committee would be made up of five members and have subpena power. The Congressman indicated that federal regulation of horse races "may be the only effective method" of preventing illegal activities and ensuring operation of tracks "in the public interest."

Strictly Business

(Continued from page 16)

cheaper insurance for the first time because the risk of spoilage en route was cut sharply.

From railroad shipping, Mr. Stebbins went to another transportation medium and joined United Air Lines in New York as a trainee. He studied equipment of planes, passenger service and sales structure before selling the firm's script service, the forerunner to air travel cards. Sold on his own pitch, Mr. Stebbins jaunted off almost every weekend on long hops.

From transportation he went into communications work and radio as an announcer in Jamestown when he was called back because of illness. After acquiring announcing, production and radio sales experience at KRMC, he branched out to KOB Albuquerque, WJR Detroit and WGN Chicago before going into the representative field with George Hollingbery Co., Chicago.

As Bolling's midwest manager, Mr. Stebbins covers major markets in midwest areas north of Memphis. He is married to the former Elizabeth Buck of Lake Forest, Ill., and they have an apartment on the city's North Side. Their son, John Buck, is six years old.

Mr. Stebbins hunts all year around—for business on Bolling's 60 stations—but his favorite form of the sport involves ducks and pheasant. Radio is still the best buy in any media, he says. But "managers should stick to their guns and not undersell radio by getting panicky and reducing rates. They should improve their programming and think of new ideas for their present advertisers and potential buyers."

OPS Names Smith

EARL R. SMITH has been named chief of the Electronic and Musical Instrument Section, newly created in the Office of Price Stabilization's Consumer Goods Division, according to Harold B. Wess, the division's director. Mr. Smith is on leave from Connecticut Cabinet Co.

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS!

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

Southeastern Network Station
$225,000.00

This outstanding high power station is located in one of the most attractive southern markets. Appraised value of fixed assets is in excess of purchase price. Gross and profits are increasing. Property has excellent TV potential. We can finance at least 50%.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

N. Y. Alert Plan

(Continued from page 27)

spect to civil defense, these authorities asserted. Thus, the possibility was disclaimed that any station may be silenced at the whim of a state governor, say, under martial law. At the most, governors or civil defense officials would be authorized to "commandeer" station facilities for particular roles.

Engineering authorities seriously questioned at least one phase of the New York state plan—that of reducing power of stations to 250 w. Questions were posed as to the difficulty some stations (those 1 kw or above) would confront in modifying their facilities to accommodate that provision, and whether reduction of power would mitigate the feasibility of enemy craft navigating on transmitter signals. Additionally, the issue of power reduction is not the only factor in homing, it was pointed out.

The New York order prescribes procedures to be followed by AM, TV, and FM stations and the amateurs of the state from the time a confidential "yellow" alert signal is given, indicating enemy attack is likely, to the issuance of the "white" or all-clear signal. The rules also apply during official CD tests.

The regulation — identified as "No. 8"—is designed, according to Col. Wilkinson, to "deprive the enemy of the assistance of high-powered transmitters on which to home," to spread the alarm when attack is imminent, to provide command and information channels for CD in event of attack, and to provide for periodic tests of the CD radio network.

When the confidential "yellow" alert signal is given, which means an enemy attack is likely (but which may also be used in CD tests), commercial radio and television stations are required immediately to monitor the AM or FM station from which they ordinarily relay state CD programs.

If they are not on the air when the "yellow" alert comes, AM and FM stations shall make ready to begin broadcasting if they are instructed to do so via the monitored stations. TV stations which are off the air may disregard the alarm until the danger is declared passed.

If no official CD instructions are received via the monitored stations during the 30-minute period immediately following the "yellow" alert, monitoring may be discontinued. If instructions are received during that period, stations are required to interrupt whatever program they are carrying at the moment and repeat the instructions verbatim. They will then continue monitoring, complying with official CD instructions, until official word comes that the alert is over. If instructed to join the CD network and carry only the CD program, they must do so.

The regulation stipulates:

"Since the 'yellow' alert may be ordered for either communications tests or in anticipation of actual enemy attack, it is forbidden for any station to make announcements in connection with the alert other than those received from the station being monitored. Any breach of this prohibition constitutes a felony as provided in . . . the Defense Emergency Act of 1951."

Reports to be Filed

Within 12 hours after a "yellow" alert is terminated, the regulation provides, all commercial radio and TV stations must send to the civilian Defense Commission a report on their activities during the alert, including:

(A) The frequency and call letters of the station, the program of which was monitored;

(B) The time period during which monitoring was maintained;

(C) The content of the program received during such monitoring;

(D) A copy of each official civil defense instruction or message which was received during such monitoring, together with information concerning the time of its receipt, the action taken with respect thereto, and the time such action was taken.

Upon receipt of a "red" alert—meaning attack is imminent, and sounded by "sirens, whistles, horns or other official means"—AM stations are required to do as follows:

"(1) Announce that a 'red' civil defense alert has been sounded;

"(2) Sound the 'red' siren warning signal over its facilities for three minutes;

"(3) Where its licensed power output is more than 250 w, reduce its power to as near 250 power output as possible, and

"(4) Broadcast a sustaining recorded musical program, or recorded civil defense instructions approved by this commission, for the duration of such alert. At five-minute intervals after its first announcement of the sounding of the 'red' alert and during the period of such alert, it shall announce that a 'red' alert has been sounded. No other announcements shall be made during the period of such alert. The call letters and location of the station shall *not* be given."

Upon the sounding of the "white" or all-clear alert, AM stations shall go back to their normal powers, tie into the state civil defense radio network—to be programmed via WCBS-AM-FM and WOR-AM-FM New York—and rebroadcast the CD network program, making no announcements of their own. Stations which cannot pick up a signal from one of the WCBS or WOR stations shall pick up the CD program from another New York station.

Television stations, upon hearing the "red" alert, must "immediately" announce that a "red" warning has been sounded, then broadcast the "red" siren warning signal for one minute and then go off the air without further announcement. When the "white" signal comes, TV stations may either remain off the air or hook their audio facilities into the state CD network program until it is completed, at which time regular programming may be resumed.

FM Stations' Procedure

In the case of FM stations, receipt of the "red" alert shall be followed immediately by an announcement that the "red" alarm has been given, then by the sounding of the "red" siren warning for one minute and then by discontinuance of operations. When the all-clear comes, FM stations shall tie into the CD network and rebroadcast its program until it has been completed.

Amateur stations must go off the air upon receipt of the "red" alarm, with those designated to do so monitoring the interim state control station.

The regulation also provides:

Within 12 hours after the termination of the program of the New York State civil defense radio network following the "white" alert, each AM and FM radio station, each television station, and each amateur radio station designated to monitor the interim state control station and to link itself into the state-wide network of amateur operators, shall complete and mail to the New York State Civil Defense Commission . . . a full report concerning its activities from the time of its receipt of the "yellow" alert (if it was received) or of the "red" alert (if the yellow alert was not received) to the termination of the program of the New York State civil defense radio network following the "white" alert.

With the exception of those commercial radio stations which have been specifically designated by this commission as state-wide stations, and of those amateur radio stations designated by this commission to link themselves into the state-wide network of amateur operators. . . . All radio and television stations located within the area of an office of civil defense which has sustained enemy attack will, after the "white" alert, conform their functions to the orders and programming issued by the director of Civil Defense of their area.

The rules were effective Aug. 1. Within 30 days each commercial radio and TV station in the state must file with CD headquarters "a detailed plan of the individuals to be notified and the actions to be taken by its staff upon receipt of the 'yellow' alert." Notification of the "yellow" alert is to be limited to the individuals so listed.

Stanley P. Irvin

STANLEY PIEFFER IRVIN, 58, vice president in charge of the Buffalo office for BBDO, died of a heart ailment July 31. He joined BBDO in 1927 as copy writer and account executive and became a vice president in 1935. He had charge of the Buffalo office since 1939 and was named a director of the company in 1940. He is survived by his widow, the former Mary McClurg Mix, and a son, John Elliott.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Piccadilly

THE WONDROUS WORD (Of The Lord)

On Records: Percy Faith—Col. 39426; Billy Williams Quartette—MGM 10998; Sons of the Pioneers—Vic. 21-0486; Tony Fontane—Mer. 5659; The King's Men—Dec. 14579; Ken Carson —Bibletone 770.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ

The Only ABC
Station Serving
This Market

5000

All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.

WATTS
CALL
Headley-Reed Co.,
National Representatives

FCC Actions

(Continued from page 87)

Applications Cont.:

ant. and move studio from Constitution Bldg. to 1601 W. Peachtree St.

Mod. CP Amended

KTSL (TV) Hollywood, Calif.—Mod. CP AMENDED by affidavit dated 7-27-51 requesting grant in part with such adjustment in power as may be necessary to conform to terms of Freeze Order of 9-30-48. Also requested STA to operate in accordance with such grant upon completion of construction.

APPLICATIONS RETURNED

KWKW Pasadena, Calif.—RETURNED application for assignment of license.
KPOW Powell, Wyo.—RETURNED application for license renewal.

August 2 Decisions . . .

BY THE COMMISSION EN BANC

Transmitter Move

WINX Washington, D. C.—Granted in part application to change main trans. location from Arlington, Va., to former location at 8th and Eye Sts., N. W., Washington, D. C.; engineering cond. Further ordered that application insofar as it requests CP for new synch. amp. in Rock Creek Park is retained in hearing status, and Order of May 3, 1951 in re Dockets 9968-69-70, is amended to delete all issues therein specified and substitute new issues in lieu thereof; further ordered hearing in this proceeding to commence Sept. 17.

Petition Denied

KREI Farmington, Mo. — By order, denied petition requesting reconsideration and grant without hearing of application to change from 1350 to 800 kc 1 kw D; and ordered that hearing in this proceeding commence Sept. 14.

To Remain Silent

WLOU Louisville, Ky.—Granted authority to remain silent for 60 days from July 15, pending reorganization.

Order Amended

WEDR Fairfield, Ala.—Upon petition requesting enlargement of issues in proceeding re WEDR application for CP Commission amended its order of May 16 to include Issue No. 5, regarding program service proposed.

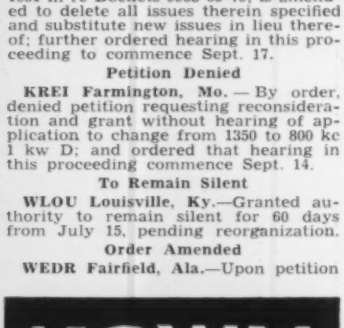
Designated for Hearing

KFBB Great Falls, Mont.—Designated for hearing in Great Falls on Sept. 24, application to transfer control from Fred Birch to The Fairmont Corp.

Request Granted

General Electric Co., Syracuse, N. Y. —Granted request to modify the program of research and experimentation of experimental television station KE2XHX to include transmission of color TV signals using field sequential system and other systems currently being studied by NTSC, without prejudice to any action Commission may take with respect to outstanding authorizations or pending applications of General Electric Co. in view of decision of the U. S. District Court, District of New Jersey, filed Jan. 19, 1949, in the case of *United States* v. *General Electric Company*.

KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.
Austin A. Harrison, Pres.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH AUGUST 2

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,286	2,252	136		290	125
FM Stations	652	540	121	1*	10	3
TV Stations	107	82	28		422	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WKRG Mobile, Ala.—Announced decision and order severing WKRG application from proceeding in which it was heard with KURV Edinburg, Tex. application, and granted modification of license for WKRG to increase nighttime power from 250 w to 500 w, employing directional antenna, on 710 kc with 1 kw, day. Decision and order Aug. 2.

INITIAL DECISION

Los Angeles, Calif.—Hearing Examiner Basil P. Cooper issued initial decision favoring grant of Telanserphone Inc. application for new station in the domestic public land mobile radio service to be used in furnishing one-way radio-paging signalling service, using 43.58 mc with conditions, and favoring denial of mutually exclusive application of Robert C. Crabb. Decision July 30.

WDZ Decatur, Ill.—Hearing Examiner Hugh B. Hutchison issued initial decision favoring denial of WDZ request to switch facilities from 1050 kc, 1 kw, daytime to 610 kc, 1 kw, fulltime, night-directional. Also favored denial for default of Afro-American Bcstg. System Inc. application for new station at Hopkins Park, Ill. on 610 kc, 1 kw, fulltime, night-directional. Decision Aug. 1.

MEMORANDUM OPINION AND ORDER

Commission issued memorandum opinion and order denying a joint petition filed by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas requesting amendment of FM broadcast rules so as to make all recognized tax-exempt, non-profit organizations eligible for privileges and exemptions now accorded noncommercial educational FM licensees, and to allot them frequencies in the FM band for the purpose of establishing a system of low-power noncommercial nonprofit broadcast stations analogous to the present class of low-power noncommercial FM stations. Order July 25.

Commission postponed until Nov. 26 start of hearing on allocation of frequencies and promulgation of rules and regulations for proposed theatre TV service. Time for filing in latter proceeding has been correspondingly extended from Aug. 15 to Oct. 26. Order Aug. 1.

August 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCSB San Bernardino, Calif.—Mod. license to change name of licensee from Essie Binkley West to Essie Binkley West tr/as San Bernardino Valley Bcstrs.

CP Amended

Vero Beach, Fla.—CP new AM station on 1450 kc 250 w unl. AMENDED to change name of applicant from Claude C. Tillman Jr. and Robert E. Wasdon d/b as Hurricane Bcstg. Service to Claude C. Tillman Jr. and Murray C. Tillman d/b as Hurricane Bcstg. Service.

License for CP

WSCR Scranton, Pa.—License for CP to change frequency, power, hours etc.
WDXE Lawrenceburg, Tenn.—License for CP new AM station.

License Renewal

Following stations request renewal of license: KFFA Helena, Ark.; KITO San Bernardino, Calif.; KGIL San Fernando, Calif.; KFH Wichita, Kan.; WHI Dayton, Ohio; WORK York, Pa.

CHNC New Carlisle, Que., is building new studio at cost of about $35,000. Two story structure will be 40 by 60 feet, concrete foundation, wood frame and brick walls, and will have adequate facilities for studios and business offices of CHNC as well as ground floor retail stores and some professional offices on second floor.

Non-Docket Actions . . .

AM GRANTS

Taylorville, Ill.—Moyer Bcstg. Co. Granted 1410 kc, 1 kw, day. Estimated cost $20,000. Equal partners are Russell Armentrout, 50% owner Clark Theatres Inc., and Roger L. Moyer, manager Clark Theatres Inc. Granted Aug. 1.

Elkin, N. C.—Yadkin Valley Bcstg. Co. Granted 1540 kc, 250 w, day. Estimated cost $6,440. Applicant is licensee of WIFM (FM) Elkin. Granted Aug. 1.

Monroeville, Ala.—Monroe Bcstg. Co. Granted 1230 kc, 250 w, fulltime. Estimated cost $17,275. Applicant is copartnership of William M. Stewart and James H. Faulkner, each 50% owner Monroe Journal. Granted Aug. 1.

KNBR North Platte, Neb.—Granted switch in facilities from 1280 kc to 970 kc, 1 kw, daytime, directional; engineering conditions. Granted Aug. 1.

FM GRANTS

WCUM-FM Cumberland, Md.—Granted switch in facilities from ERP of 2.5 kw to 1.3 kw, antenna from 1485 feet to minus 40 feet. Granted Aug. 1.

KUTE (FM) Glendale, Calif.—Granted increase in ERP from 9.9 kw to 11.6 kw; antenna obstruction marking not required. Granted Aug. 1.

WIBA-FM Madison, Wis.—Granted decrease in ERP from 207 kw to 45 kw. Granted Aug. 1.

WCOS-FM Columbia, S. C.—Granted increase in ERP from 1.5 kw to 5.3 kw, subject to conditions. Granted Aug. 1.

KWNO-FM (Near) Winona, Minn.—Granted decrease in ERP from 55 kw to 18.5 kw. Granted Aug. 1.

KONO-FM San Antonio, Tex.—Granted decrease in ERP from 48 kw to 4.4 kw, antenna from 410 feet to 90 feet. Granted Aug. 1.

KRFM (FM) Portland, Ore.—Granted increase in ERP from 1.53 kw to 3.3 kw, antenna from 839 feet to 900 feet; condition. Granted Aug. 1.

WFMZ (FM) Allentown, Pa.—Granted increase in ERP from 6.9 kw to 20 kw, antenna from 745 feet to 290 feet; condition. Granted Aug. 1.

TRANSFER GRANTS

WJIV Savannah, Ga.—Granted assignment of license from E. D. Rivers Jr. to WJIV Inc. for $125,000. Mr. Rivers owns 99.98% of the new company. Granted July 26.

KLMO Longmont, Col.—Granted assignment of license from partnership to corporation owned by same individuals, Longmont Bcstg. Co. Inc. Granted July 25.

WSID Essex, Md. and WAKK Hagerstown, Md.—Granted assignment of licenses from United Bcstg. Co. Inc. to United Bcstg. Co. of Eastern Maryland Inc. and United Bcstg. Co. of Western Maryland Inc., respectively. Granted July 25.

WORZ-AM-FM Orlando, Fla.—Granted acquisition of control Central Florida Bcstg. Co., licensee, by William and Naomi Murrell, present half-owners, through transfer of 6% interest to them from James Dandelake in order to equalize indebtedness. Stock transferred has total book value of about $9,500. Granted July 25.

WTRF-AM-FM Bellaire, Ohio—Granted involuntary transfer of negative control Tri-City Bcstg. Co., licensee, from Jesse A. Bloch, deceased, to Thomas M. Bloch and Betty H. Bloch co-executors of the estate. Mr. Bloch was 50% owner. Granted July 25.

WSIV Pekin, Ill.—Granted acquisition of control Pekin Bcstg. Co., licensee, by W. Kenneth Patterson and George C. Udry through purchase of 50 shares of stock for $9,500 from Emil L. Prandoni. The corporation also buys 8 shares from Mr. Prandoni for $9,500 to be held as treasury stock. Granted July 23.

WGEM Quincy, Ill.—Granted acquisition of control Quincy Bcstg. Co., licensee, by Quincy Newspapers Inc. through purchase of 237 shares from Parker S. and Mildred I. Gates for $25,000. Quincy Bcstg. Co. now owns 70.2%. Granted July 23.

KIJV Huron, S. D.—Granted acquisition of control James Valley Bcstg. Co., licensee, by Maxwell F. Staley through purchase by the corporation of 71 shares from George W. and Kathryn Chitty for $14,000 and retirement of same to treasury stock. Mr. Staley now owns 65.79% interest. Granted July 23.

WEKZ Monroe, Wis.—Granted assignment of permit from Green County Bcstg. Co., a partnership, to Green County Bcstg. Co. Inc., owned by the same individuals. Granted July 23.

WEAS Decatur, Ga.—Granted assignment of license from E. D. Rivers Jr. to WEAS Inc., owned 99.98% by Mr. Rivers, for $250,000. Granted July 25.

WRGA-AM-FM Rome, Ga.—Granted involuntary transfer of control Rome Bcstg. Corp., licensee, from J. L. Quarles, deceased, administrator of estate of John W. Quarles, deceased, to Annie C. Quarles, administratix of estate of John W. Quarles, deceased. Granted July 23.

WGOV-AM-FM Valdosta, Ga.—Granted assignment of license and permit from E. D. Rivers Sr. to WGOV Inc., owned 99.98% by E. D. Rivers Jr. for $125,000. Granted Aug. 2.

WWGP-AM-FM Sanford, N. C.—Granted transfer of control Sandhills Bcstg. Co., licensee, from F. L. and Ola D. Barber to W. E. Horner for $20,000. Mr. Horner now owns 89.75%, formerly owned ½ interest. Granted Aug. 2.

KGRI Henderson, Tex. — Granted transfer of 110 shares in Henderson Bcstg. Co., licensee, from T. P. Lott et

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

al. to T. P. Cannon for $22,000. His brother, Roy Cannon, owns 40 shares, giving them 60% interest and control. T. P. Cannon owns ½ Beacon Oil & Refining Co., ¾ of State Insurance Agency. Granted Aug. 2.

KSON San Diego, Calif.—Granted transfer of control Studebaker Bcstg. Co., licensee, from John Ward Studebaker, John Gordon Studebaker to C. Frederick Rabell and Dorothy Johnson through purchase of 86.3% interest for $112,888. Mr. Rabell and Miss Johnson now own ⅔ and ⅓ respectively. Granted Aug. 2.

WGAA-AM-FM Cedartown, Ga. — Granted assignment of license from Northwest Georgia Bcstg. Co. to Timm Inc. for $36,250. Principals in transferee are B. F. J. Timm (50.08%), E. D. Rivers Jr., J. S. Rivers, and Mrs. J. J. Mangham. Granted Aug. 2.

New Applications . . .

AM APPLICATIONS

Griffin, Ga.—Robert H. Thompson Sr. d/b as Griffin Bcstg. System, 1320 kc, 1 kw, day; estimated construction cost $17,085; first year operating cost $36,000; first year revenue $42,000. Applicant is general manager and ½ owner WWNS Statesboro, Ga. Filed July 27.

Clayton, N. C.—R. L. Cooper tr/as King Cotton Bcstg. Co., 910 kc, 1 kw, day; estimated cost $16,275; operating cost $24,000; revenue $36,000. Applicant is president and 98% owner R. L. Cooper & Co., farm product buyers and processors, and owner of Page Insurance Co. Filed Aug. 2.

Delray Beach, Fla. — Sunshine Network Inc., 1420 kc, 500 w, day; estimated cost $14,275; operating cost $24,000; revenue $36,000. Principals are President H. T. Morris (25%), partner in Chatham Bcstg. Co.; F. L. Baker (42½%), part-owner WWGP Sanford, N. C.; Secretary-Treasurer Jeanette E. McKay (32½%), owner McKay's Dress Shoppe, Sanford. Filed Aug. 2.

Fairmont, N. C.—Carolinas Bcstg. Co. Inc., 860 kc, 1 kw, day; estimated cost $16,275; operating cost $24,000; revenue $36,000. Principals are President W. V. Morgan (50%), owner Morgan Motor Co.; Secretary-Treasurer W. D. Harris (41½%), former territory manager for General Tire & Rubber Co.; Anne P. Harris (2½%), wife of W. D. Harris. Filed Aug. 2.

Newton, Kan.—George Basil Anderson, 950 kc, 500 w, day; estimated cost $13,813.50; operating cost $34,500; revenue $51,000. Applicant is owner of KJSK-AM-FM Columbus, Neb. and KJAN Atlantic, Iowa. Filed Aug. 2.

Paducah, Tex.—Paducah Bcstg. Co., 1300 kc, 250 w, day; estimated cost $12,275; operating cost $24,000; revenue $36,000. Partners owning 1/6 each are V. L. Hutchison, ¼ owner Reid Farm Supply; T. C. Stinson, owner men's wear store; Dawson Reid Jr., farmer; V. R. Jackson, ½ owner Jackson Tire Co.; G. R. Tippen, farmer; C. L. Robertson, owner of insurance agency. Filed Aug. 2.

FM APPLICATIONS

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, Ch. 262 (98.3 mc), 964 kw, antenna 111 feet; estimated cost $1,000 (transmitter, tubes, antenna etc. already on hand). Applicant is licensee of WJAT Swainsboro. Filed July 27.

TRANSFER REQUESTS

WHHM Memphis, Tenn.—Acquisition of control Mid-South Bcstg. Corp., licensee, by P. E. Furlow, present 40% owner, through purchase of 25% from George D. Wray Sr. for $25,000. Filed July 27.

WBIW Bedford, Ind.—Acquisition of control Radio Bedford Inc., licensee, by President William C. Smith Jr., present ⅓ owner, through purchase of 32 shares from Carl J. Finger for $3,200. Mr. Smith will own 51.1% interest after transfer. Filed July 30.

WDEM Providence, R. I.—Acquisition of control Narragansett Bay Bcstg. Co., licensee, by President Louis A. R. Pieri through purchase of 27,780 shares from other stockholders for $17,000, giving him interest of 95% plus. Filed Aug. 2.

WTRW Two Rivers, Wis.—Transfer of control Two Rivers Bcstg. Co., licensee, from Jack A. Embs to J. H. Markel through purchase of 100 shares for $100 and purchase rights to 1400 shares, involving agreement to invest additional $14,000 in station. Mr. Markel is president of Markel Motors, Oshkosh, Wis. Filed Aug. 2.

WKVA Lewiston, Pa. — Involuntary transfer of control Central Pennsylvania Bcstg. Co., licensee, from Paul J. Newton, deceased, to Mary E. Newton, executrix of his estate. Mr. Newton owned 70%. Filed July 30.

KVKM Monahans, Tex.—Transfer of control Monahans Bcstrs. Inc., licensee, from Charles W. Stuckey, deceased, to Mrs. Charles Stuckey. Mrs. Stuckey will own 99% after transfer. Filed Aug. 2.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 21, FM 51, TV 0. New deletions, effective dates, and reasons follow.

WHKY-FM Hickory, N. C.—Catawba Valley Bcstg. Co., license, July 23. Economic.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE	$151,050,000
Columbia	136,965,000
Charleston	125,097,000

Sales Management, 1951

MAKE IT YOURS WITH WFBC 5000 WATTS

News Piedmont Station Greenville S. C.

NBC For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

WINX CHANGE

Transmitter Move Granted

WINX Washington, which has been sold to owners of WOOK there subject to FCC approval [BROADCASTING • TELECASTING, June 18], was granted consent by the Commission last week to move its transmiter site from Arlington, Va., to the present WINX studios in downtown Washington and to discontinue its two synchronous transmitters.

The Commission, however, ordered hearing Sept. 17 on the request of WINX to establish a new synchronous amplifier in Rock Creek Park. Comr. Robert F. Jones dissented from the order.

WINX is assigned 250 w full-time on 1340 kc. Renewal of the station's present synchronous amplifiers had been set for hearing in May on policy issues similar to those specified for the Sept. 17 hearing on the new bid.

The station's present owners, William and Dolly Banks, also operators of WHAT Philadelphia, propose to sell WINX for $120,000 to United Broadcasting Co., licensee of WOOK and headed by Richard Eaton. With approval of the transfer, United Broadcasting proposes to switch WOOK from Washington, where it now operates on 1590 kc with 1 kw day, to nearby Rockville, Md., with new assignment of 1 kw day on 1600 kc.

United Broadcasting also operates KSID Essex, Md.; WANT Richmond, Va.; WARK Hagerstown, Md., and WFAN (FM) Washington.

WEAM LABOR CASE

NLRB Upholds Examiner

PRELIMINARY findings of a trial examiner involving a labor dispute between Arlington-Fairfax Broadcasting Co. (WEAM Arlington, Va.) and IBEW Local 1215 were partially upheld by the National Labor Relations Board last Friday.

The board ordered WEAM to bargain collectively with the AFL union, upon its request, and to reinstate Robert E. Dalton, an employe, whom the station had discharged. WEAM also was asked to "cease and desist" from "threatening to close its station" and interrogating employes on their union activities. Station was charged with refusing to bargain with the local on and after March 9, 1950.

Contempt Citations

(Continued from page 59)

TELECASTING about this allegation, Sen. Cain said the charge was "unworthy of comment." He said "at no time or under any circumstances has any representative of any TV company talked to me about this question." Sen. Cain emphasized; "I have no axe to grind."

Sen. Cain told the Senate:

"The question to which I orginally took exception has . . . already been cleared away. The Senate Crime Investigating Committee no longer requires a witness to testify in front of a television camera against his will. We do not have to be concerned with that question in the future . . . at least from my point of view."

It is understood that Senate Majority Leader Ernest W. McFarland (D-Ariz.) and Sen. Cain later agreed that the motion to reconsider should be brought before the Senate for a vote as soon as the schedule of business permits, possibly this week.

If Sen. Cain's motion is defeated the citations then will go to the courts where the Justice Dept. will prosecute. Observers concede an even chance that the courts will decide the TV issue, i.e., whether forcing witnesses to testify before cameras constitutes an invasion of the Consitutional right of privacy.

It is pointed out, however, that the courts may confine decision to the refusal to testify when the chairman offered to "shut off" TV, stating they are deciding that issue but not the legality of whether telecasting witnesses is an invasion of privacy. This would place the issue back in Congress.

There is also the presence of cameras. The courts may get into the question of all media, particularly newsreels.

Sarnoff in 'Record'

REP. EMANUEL CELLER (D-N. Y.) had inserted into last Wednesday's *Congressional Record* the July 23 *Time* magazine article on the life of Brig. Gen. David Sarnoff, RCA board chairman. Rep. Celler, in the *Record*, prefaces the article by commenting: ". . .The amazing scope of the mind of Gen. Sarnoff together with his vitality have enriched our country and added materially to its progress."

IBA MEETING

Sports Top Agenda

SEVENTY Illinois radio men met for the first mid-summer session of the Illinois Broadcasters Assn. at Pere Marquette Park Thursday and Friday. President Ray Livesay, of WLBH Mattoon, called the business meeting to order after a board luncheon.

Most discussion during the business session concerned sports and fees charged by high schools and colleges for athletic event broadcasts. Oliver Keller, of WTAX Springfield, reported on legislative matters.

Friday morning agenda included:

A sales session headed by Walter Rothschild, WTAD Quincy, a report by Lee Hart on activities of the Broadcast Advertising Bureau, and an illustrated lecture by Oliver Gramling of Associated Press on "Your News and Its Revenue Potential." Merrill Lindsay of WSOY Decatur outlined "How To Ring the Cash Register With Sports," while Lloyd Loers, WTAD, explained how to ring it with special ideas. The sales panel discussion which followed was directed by Mr. Rothschild, appearing with IBA sales committee.

Charles Shuman, president of the Illinois Agriculture Assn., gave the luncheon address, after which Merrill Lindsay spoke on NARTB. Other subjects discussed included Broadcast Music Inc.'s composers' contest, the Illinois State Fair, problems in broadcast of baseball, and TV in general.

Special guest speaker was Charles Warren, WCMI Ashland.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

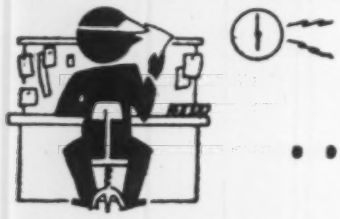
morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas



...at deadline

SENATE 'SPOKESMEN' BILL GIVEN SUPPORT OF FCC

FCC SUPPORTS Senate bill (S 1379) that would place broadcasts of authorized spokesmen of legally qualified candidates for public office in same category as those of candidates themselves, Commission's acting chairman, Paul A. Walker, told Senate Interstate Commerce Committee in letter released Friday.

Bill, introduced last spring by Sen. Ed C. Johnson (D-Col.), would clarify Sec. 315 of Communications Act that deals with use of broadcast facilities by candidates for public office [BROADCASTING • TELECASTING, April 30].

Comr. Walker said FCC recognizes purpose of section "can be effectively circumvented" if licensees permit candidates' spokesmen to use facilities without obligation to afford equal time to other legally qualified candidates.

FCC also suggested equal opportunities be given to: (1) candidate or someone designated by him to answer broadcasts by a spokesman for another candidate; (2) persons advocating opposing side of public opinion to be voted upon in election if proponent is permitted facility by licensee. FCC would clear up its famous Port Huron opinion by "specific language in statute making clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts [libelous or slanderous statements made over station]."

DuMONT PROFIT DROPS

NET profit of Allen B. DuMont Labs dropped from $2,797,000 for first 24 weeks of 1950 to $109,000 for same period this year, company report showed Friday. Sales for 24-week period this year totaled $25,612,000 as against $26,786,000 for first 24 weeks of 1950, and earnings per share (after preferred dividends) were placed at $0.02 for this year's period compared to $1.16 for last year's. Decline in net profits attributed by spokesmen to slack-off in TV set business and fact that much of selling was out of accumulated inventories. Report said regular quarterly dividend of 25 cents per share has been declared on outstanding preferred stock, payable Oct. 1.

SEVEN MORE POWER BOOSTS

TRANSMITTER power boosts to full 5 kw rated output were granted 7 more stations late last Friday by FCC. Stations were WSAZ-TV Huntington, WAGA-TV Atlanta, WBKB (TV) Chicago, WJAC-TV Johnstown, WICU (TV) Erie (to 500 w), WGAL-TV Lancaster (aural transmitter to 500 w), WPIX (TV) New York for Empire State Bldg. (see page 59).

WJAX BIDS FOR CHANNEL 12

REAPPLYING for TV last Friday was WJAX Jacksonville, which asked for Channel 12 with 62.44 kw ERP. WJAX plans to spend $372,746 on construction, got CP in August 1948, deleted by FCC for construction delay in July 1950. FCC's action was upheld in U.S. Court of Appeals in Washington June 28, 1951 [BROADCASTING • TELECASTING, July 9].

TIGHTENING OF BASEBALL RESTRICTIONS POSSIBILITY

POSSIBILITY that major and minor leagues are actively seeking to tighten restrictions on baseball broadcasts seen Friday following testimony by George Trautman, minor league president, before House Judiciary Monopoly subcommittee. He told group, headed by Rep. Emanuel Celler (D-N.Y.), that leagues are "trying to work out an agreement" with Justice Dept. and that limitations were necessary to save minors. "Saturation" of minor league territories by big-league broadcasts is hurting attendance and is baseball's biggest problem, Mr. Trautman stated. He cited survey of 64 minor league cities reportedly showing 188 radio stations carrying major games. Rep. William M. McCulloch (R-Ohio) said broadcast phase is "crux" of subcommittee's study into baseball's interstate commerce aspect.

'PAPER' PROCEEDINGS CLARIFICATION ISSUED

CLARIFICATION of TV allocation "paper" procedures was issued by FCC last Friday, following meeting between Paul Dobin, chief of Rules and Standards Div., Broadcast Bureau, and FCC Bar Assn. representatives William A. Porter, Leonard H. Marks, Percy H. Russell Jr., Robert M. Booth Jr., Ralph L. Walker. Meeting followed week of heavy inquiries from Washington attorneys unsure of exact procedures.

Basically, clarification states that direct case, including evidence for both counter-proposals and oppositions, can be filed at same time; that rebuttals can only be filed after all direct cases are completed; that where an opposition comes up before a counter-proposal is scheduled, it is permissible to file only that part of case dealing with opposition, holding direct case until counter-proposal is scheduled.

KEYL CONTRACT READY

CONTRACT for sale of KEYL (TV) San Antonio to Fort Industry Co. [BROADCASTING • TELECASTING, July 23] due to be filed with FCC this week, shows KEYL as of May 31, 1951, with current assets of $51,929, liabilities $137,545, station's net worth approximately $362,455. This means that George Storer interests, already owning WAGA-TV Atlanta, WJBK-TV Detroit and WSPD-TV Toldeo, are paying $687,545 for fourth TV station—$1,050,000 for all 5,000 shares of common stock minus $362,455 net worth. KEYL financial statement shows it spent $369,378 on equipment and housing since it began operating February 1950. Application for transfer of station control is due to be filed in week or so.

EMPIRE STATE TV

WPIX (TV) New York, which got power boost last week for its Daily News Bldg. transmitter (see story page 59) hopes to move transmitter to Empire State Bldg. this Friday, after getting another FCC approval to boost power at that location. Meanwhile, WJZ-TV New York plans to begin using regular antenna atop Empire State Bldg. with newly granted power increases.

Closed Circuit

(Continued from page 4)

tionship to FCC, thus avoiding implication tha board would conflict or overlap statutory au thority of FCC, and (2) toning down of provi sion in resolution that would have extended freeze. Sen. Benton thinks FCC will suppor this one, with perhaps "minor exceptions."

HUBINGERS QUICK ELASTIC, New York through Compton Advertising, New York, add ing several cities to its spot announcement schedule, already running in 35 markets.

OPTIMISM OVER prospects for House con sideration of McFarland Bill (S. 658) t tighten up FCC procedures seen following con ference last week of broadcast executives with Chairman Crosser of House Interstate and Foreign Commerce Committee in which radi legislation originates. Chairman Crosser in dicated committee would begin consideration o McFarland Bill, thrice-passed by Senate, be fore middle of August. Measure has languishe in House since last session.

COUNCIL OF MOTION PICTURE organiza tions planning sponsorship of hour-long radi network program featuring top Hollywood talent, sometime during week of October 1, t help launch promotion campaign "It's Movie time U. S. A.; Go To A Theatre Today." Local film exhibitors also scheduled to buy radi spots in all major markets during campaign in October and November.

EXPECTED to be appointed shortly will be joint committee representing broadcasters telecasters and both major leagues, to work out play-by-play procedures for years ahead. New policy, it is presumed, wouldn't become effective until after 1951 World Series. NARTB President Harold Fellows will make radio-TV appointments, with Ford Frick and William B. Harridge to designate representatives for National and American leagues.

NBC-TV reportedly planning to release 11 p.m.-12 midnight to affiliates Monday through Friday, when Anchor Hocking drops Tues.-Thurs.-Fri. sponsorship of *Broadway Open House* in that period in mid-August. At least one major advertiser has been pitching for sponsorship of part of period.

MIGUEL PEREYRA, director general of Telecommunications of Mexico, arrived in Washington over week-end to discuss informally with FCC and State Department officials matters pertaining to TV allocations. Comr. Rose H. Hyde and Broadcast Bureau Chief Curtis Plummer visited Mexico City July 19-25 on same subject.

RENEWED ACTIVITY in Mexican TV allocations, notably along Mexican Border, indicated in inquiries to FCC respecting authority to transmit programs across border to Mexican TV outlets. It's presumed that if Mexican stations are licensed to Mexican nationals rather than to so-called "renegade" U. S. broadcasters of erstwhile Brinckley-Baker school FCC will grant authority. Otherwise it probably will move slowly.

L-W, AFRA DISPUTE SETTLED

MONTHS-OLD dispute between Lang-Worth Feature Programs and American Federation of Radio Artists reported Friday settled. Terms of agreement not disclosed, but it was reported Lang-Worth will withdraw its suit and AFRA will withdraw its NLRB complaint, take firms off it "unfair" list, and call off picketing. Disputes flared up in February over new transcription code.

WMBG AM 5000 WATTS
WCOD FM 47,000 WATTS

First Stations of Virginia
AFFILIATES OF N.B.C.
HAVENS & MARTIN, INC.
3301 WEST BROAD STREET
P.O. BOX 5229
RICHMOND 20, VIRGINIA

TO: All Radio Timebuyers

FROM: Radio Station WMBG

SUBJECT: RATE REVISION AND IMPROVED FACILITIES

It is the purpose of this to advise you of a number of changes which have occurred at WMBG in recent months, all of which are to the greater advantage of national and regional advertisers who are now employing our facilities or might do so in the future.

Recently our transmitting equipment was re-engineered, and we began to use our FM tower as the radiator of our AM signal. The FM tower which stands 642 feet above sea level is three times taller than the tower we have employed previously. In fact, it is a full 5/8 wave length long, if you are interested in the technical side—so that the result has been a very substantial increase in coverage. As a matter of fact, THIS CHANGE HAS ADDED 84,968 FAMILIES to those who can receive our signal clearly.

More than this, however, is the fact that our new transmission method has substantially increased the strength of our signal within the area previously covered. As a matter of fact, at one mile from our antenna, our signal strength has increased from 405 mv/m to 605 mv/m, an increase in signal strength usually associated with an increase in power up to 10,000 watts. This means that WMBG, with its top grade NBC and local programs has by far the clearest voice in its service area.

At the same time, we have completed an analysis of the rate structures of a great many radio stations throughout the United States, and we have come to the conclusion that WE MUST PRICE OUR PROGRAMS AND MEDIUM REALISTICALLY AND IN KEEPING WITH THE TIMES. Consequently, we have issued a new rate card number N51 which streamlines our rates to conform with current industry thinking. THIS DOWNWARD ADJUSTMENT IN OUR RATE IS EFFECTIVE AUGUST 1. If one or more of your clients are presently using WMBG, you will have already been notified by your Blair man of this adjustment. If your clients are about to become new advertisers, the new rate will apply.

It has always been our effort at WMBG to deliver the greatest possible service to the advertiser at the lowest possible cost. The moves we have made to increase our circulation and hold our rates at an attractive and desirable level are simply another reflection of this attitude. Your Blair man will be delighted to supply you with any additional information relating to our coverage, rates, programming, merchandising, and promotion or any other facts about our operation.

Very truly yours,

Wilbur M. Havens

Wilbur M. Havens
Radio Station WMBG

Established 1926